

# Tournament of Roses

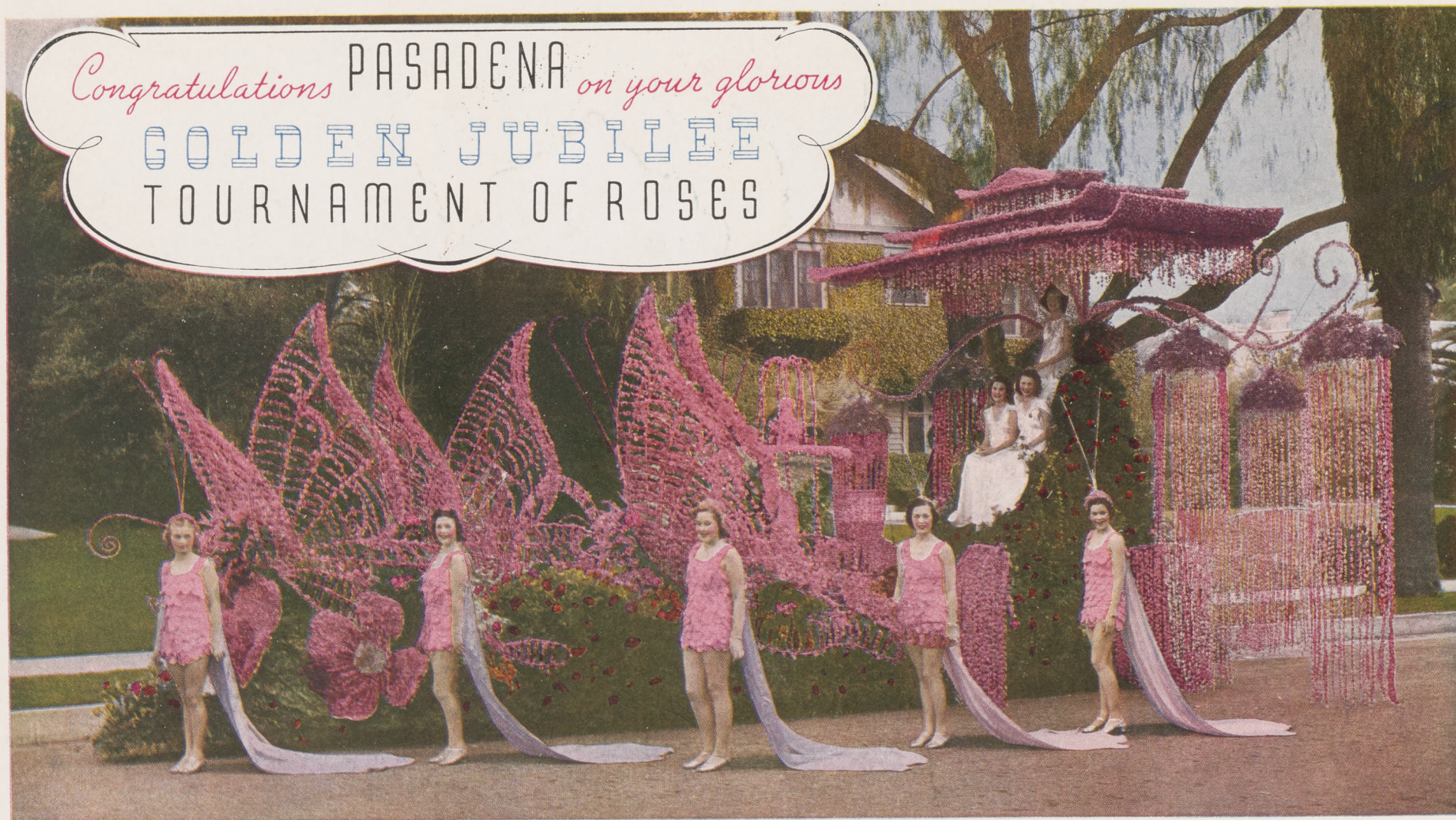
PASADENA  
CALIFORNIA

January 2<sup>nd</sup> 1939

THE STAR-NEWS THE POST







*Congratulations* PASADENA *on your glorious*  
 GOLDEN JUBILEE  
 TOURNAMENT OF ROSES

LONG BEACH

*(Queen of California's  
 Beautiful Beaches)*

50<sup>TH</sup> ANNIVERSARY 1939

The "Queen" Sends Greetings . . . to the "Crown".—Always glad to participate in the Crown City's world-renowned Tournament of Roses, the Queen Beach City takes special interest now, because of its own recent Golden Jubilee, the celebration of its Fifty Years' reign of the California South Coast. To spectators of the Rose Parade, and to thousands of others everywhere who now view it through the pages of this souvenir book, Long Beach heralds a cordial invitation to come and enjoy the pleasures and fascinations which have made this city known as the Pleasure Port of the Pacific. Come soon!

#### THEME PRIZE WINNER

*Shown above is the Long Beach float of last year which won the 1938 Theme Prize. Long Beach is proud of her numerous awards won through the many years of participation.*





#### THE "SMILING LITTLE PRINCESS"

**GRAND MARSHAL'S FLOAT**—Sitting high at the rear of a lovely float is the tiniest grand marshal ever to lead a Tournament of Roses event. Little Miss Shirley Temple, motion picture star, robed entirely in white, smiles and waves at the crowds as she rides majestically along the city's packed streets. Three large roses, made of single blossoms of several rare rose varieties are seen at the very front of Miss Temple's moving bower. Stevia and maidenhair fern

are noted in the float's foundation, forming a feathery bed for the exquisite rose blooms, and for the tiny star, whose dimpled face brings a smile of response from thousands, and who waves cordially at everyone as she rides merrily along the parade route. Long white robes, and a white headdress form the simple but effectively beautiful outfit worn by the little girl. Seen riding with her is her body guard.





#### ROYALTY OF THE COURT OF ROSES

**TOURNAMENT OF ROSES QUEEN AND PRINCESSES**—Queen Barbara Dougall, demure 17-year-old Pasadena Junior College student, chosen for her beauty and queenliness to reign over the Golden Jubilee parade and celebration, and her court of six charming princesses ride on a magnificent float decorated with roses, sweet peas, violets and chrysanthemums. Queen Barbara sits in a giant pink rose ten feet high made of thousands of sweet peas. A lacy effect

made of strung white pompon chrysanthemums surrounds the entire float. Three of the princesses sit on each side of the queen's rose throne. Each of them, gowned in satin, represents a flower and each is seated beside the huge floral imitation of the type of blossom she typifies. On each side of the throne is a rosebud made of sweet peas. In the center are great violets made of larkspur. At the front are huge forget-me-nots made of blue delphinium.





#### SWEEPSTAKES WINNER

BURBANK—"Tally-ho of 1889" carries memories back into romantic history, picturing a familiar olden scene of four graceful, prancing white horses drawing a rose and lavender coach along a great white road bordered with rose chrysanthemums and purple stocks. The Burbank City Schools are responsible for the city's second consecutive sweepstakes-winning entry and used 183,000 blooms. Thousands of stocks form the horses, with garlands of purple stocks and

rose and pink chrysanthemums gracing the horses' necks. The horses are harnessed with blue bachelor buttons. Thousands of narcissus are strung to make the lanterns and doors of the coach, with the coach itself made of pastel chrysanthemums and stocks. Atop the float are Burbank girls and boys in gay '90's costumes. The girls carry lacy narcissus parasols. Draped across the driver's knees is a unique laprobe of lavender and white stocks.



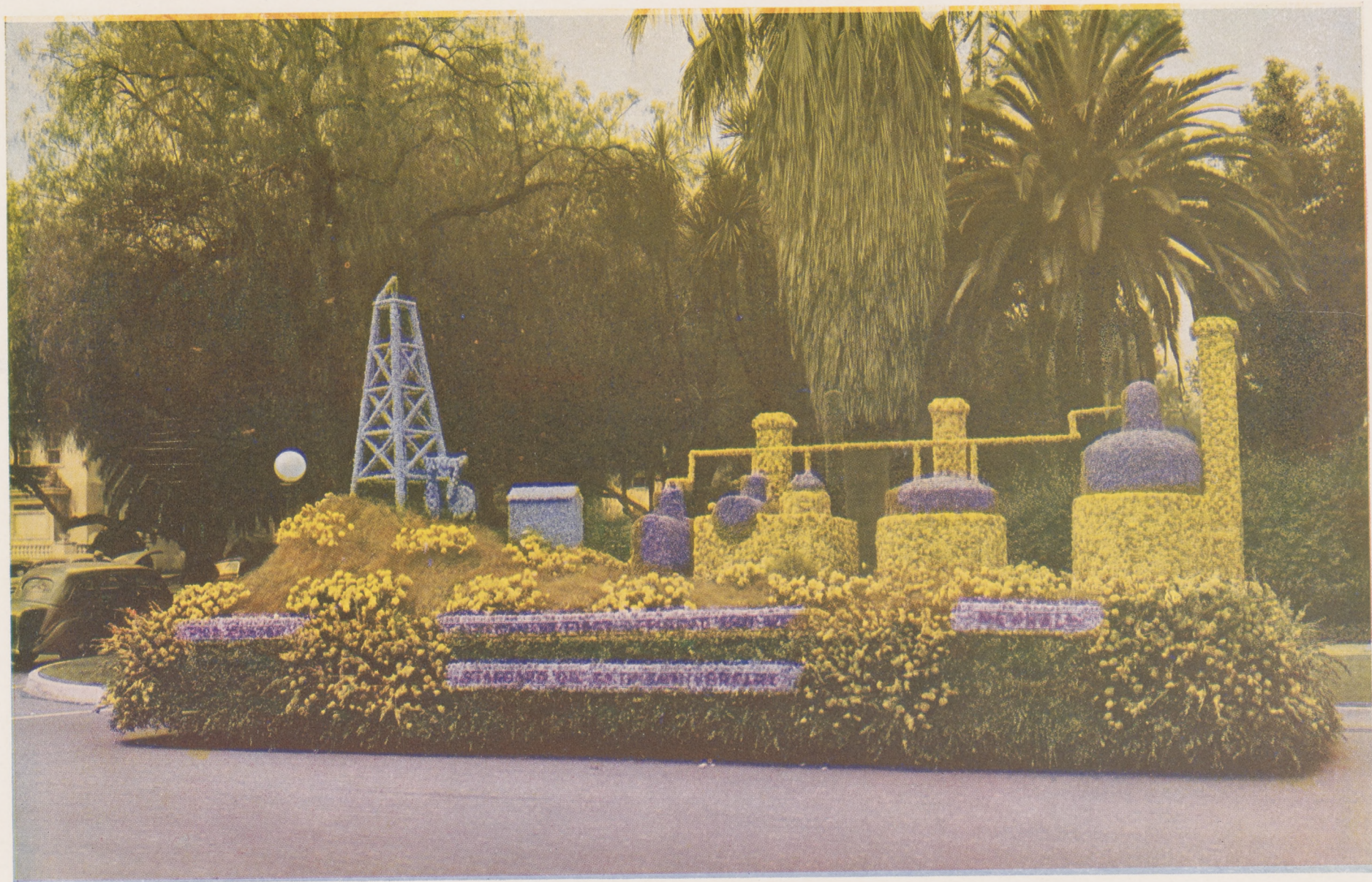


#### THEME PRIZE WINNER

**METROPOLITAN OAKLAND**—"Treasure Island," romantic tale by Robert Louis Stevenson, prompts this elaborate creation produced with 800,000 blooms at a cost of \$7500, said to be the most expensive float ever entered in the Tournament of Roses. Animated figures of Capt. John Silver, wooden leg and all accurately portrayed with roses, sweet peas, delphinium and violets, and the ship's parrot mascot, "Captain Flint," sit aloft in the midst of a huge net

made of 10,000 Talisman roses and carried by four gigantic sea horses. The sea horses, their twelve-foot fins of orchids, Bird of Paradise, delphinium, sweet peas and roses moving rhythmically, tug at the net. Gracing the corners of the net are enormous clusters of selected Helen roses with four-foot stems. At the front of the float is a treasure chest, from which flows a wealth of "pieces of eight," represented by 6000 choicest gold chrysanthemums.





#### GRAND PRIZE WINNER

STANDARD OIL COMPANY—"Romance of the Oil Industry" portrays the memory of the discovery of oil sixty years ago near Newhall, Calif., with a 37-foot float carrying 300,000 blossoms. It features an historical model, drawn to scale, of the first oil well and refinery in the state, a truly realistic picture of the birth of what is now one of the leading industries. In the foreground are boilers and three refinery units made of brown pompon chrysanthemums and

purple statice. On a small hill in the background is an oil derrick built of delphinium with a moving pump-boom made of rust colored pompons, a feature which attracts much crowd attention. Side aprons of the float are in greenery, besprinkled with roses and gladiolas. The site of the historic oil well reproduced in flowers on the Standard Oil Company's lovely float is in Pico Canyon in the oak-covered foothills, near Newhall.





#### FIRST PRIZE WINNER—CLASS A

LONG BEACH—"Sea of Roses" is literally and gorgeously true on this creative triumph by the beach city. A beautiful girl, representing a pearl, sits in the center of the huge open sea shell, made of delicate blooms in three shades of pink, and the central feature of the float. Three large goldfish, their scales delicately created with the individual petals of Talisman, Briarcliff and Cladius Pernet roses, draw the sea shell over the rosy ripples. Orchids and lilies-of-the-valley

form the crests of the waves. Behind the shell are three more girls, attendants to the pearl queen, riding carefree along on their individual waves of roses, stevia and maidenhair fern. The entry, which contrives the most profuse use of roses of any in the parade, is forty-five feet long, fifteen feet high and twenty-five feet wide. Last year Long Beach's "Queen of Fantasy" float won the much-sought-after theme prize of the 1938 "Fantasies in Flowers" pageant.





# FIRST PRIZE WINNER—CLASS A-1

SANTA BARBARA—"The Taj Mahal," one of the most beautiful and most famous structures in the world, constructed three centuries ago by Shah Jean, emperor of India, as a memorial to his beloved wife, is reproduced spectacularly with 200,000 flowers on a fifty-foot float. The temple itself is constructed entirely of white chrysanthemums. An inlaid marble effect is created on the walls with salmon pink gladiolas and blue cornflowers. The domes are of yellow

roses and yellow calendulas, bordered with blue cornflowers. The mirror-like pools around the real Taj Mahal are re-created with blue delphinium, with lotus flowers made of lilies-of-the-valley and narcissus floating on the surface. Fountains, trees and pink heather, and peacocks of vari-colored sweet peas contribute adornment. A male figure riding a floral throne supported by two chrysanthemum elephant heads represents the emperor musing on the beauty of his creation.





#### FIRST PRIZE WINNER—CLASS A-4

LAGUNA BEACH—"The Last Supper," a floral reproduction of Leonardo da Vinci's great masterpiece, fittingly climaxes the parade. The Laguna artists' colony produced the floral painting on a background of heather and chrysanthemums and encased in a golden brown chrysanthemum frame. The picture stands upon a beautiful white drape woven entirely of 200,000 snow-white chrysanthemums. In the middle of this drape effect rests a golden cross of roses. The

figures in the portrait are larger than life size. The robes and faces are fashioned of Cecil Brunner roses intermingled with 20 other varieties of flowers. Christ's robe is of crimson bougainvillea. Laguna, famed for its many artistic contributions to past Tournament of Roses parades, nevertheless strikes a new peak note with one of the largest floats it ever has entered. It is forty feet long and twenty-four feet wide. It shows well the results of careful artistry.



# "Golden Memories" Theme of 1939 Tournament of Roses

Sixty-three Gorgeously Decorated Floats Parade Before More Than a Million Persons on New Year's Day

By E. B. McLAUGHLIN

ROSE TINTED skies at sunrise saw the first drove of more than 1,000,000 persons who flocked to Pasadena from every point of the compass to witness the 50th Annual Tournament of Roses of "Golden Memories". Directed from the skies by means of radio-equipped airplanes, the great streams of traffic converged on South Orange Grove Avenue and Colorado Street, the parade route and, two hours before the first strains of the Tournament of Roses Band at the head of the parade were heard, the multitudes of solidly packed humanity stretched from California Street and Orange Grove Avenue to Tournament Park, for a distance of approximately three miles.

Led by "a little child" (Shirley Temple, as grand marshal), the parade consisted of 63 gorgeous floats, 160 spirited horses, and 18 bands, in addition to the outriders and flag-bearers. As a concluding note came the Laguna Beach float, a painting in flowers of "The Last Supper"—the most precious "Golden Memory" of history, and the event that opened the door of hope to mankind leading to a civilization that makes possible such altruistic endeavors as the Tournament of Roses.

Selected as the fairest of the 3,000 Pasadena Junior College girl students, Queen Barbara Dougall and her six princesses rode in the official Tournament of Roses Float.

This year, because of the 50th anniversary, preceding the main parade was a prologue. This was an exact duplicate of the first Tournament of Roses on Jan. 1, 1890. The same organization, The Valley Hunt Club, responsible for what was known as the "Battle of Flowers" of 50 years ago, today presented the prologue with its decorated and horse-drawn vehicles.

Broadcasting of the events of the day started at 6 o'clock in the morning. Throughout the day, including the football game in the famous Rose Bowl where the University of Southern California represented the West and Duke University, the East, a possible listening audience of 92,000,000, in all parts of the world heard the message that flowers bloom in Pasadena on New Year's Day. Commentators first visited the tents and warehouses to describe the busy scenes where hundreds of workmen were adding the last of the flowers to the floats. They followed the floats to the formation area, where skilful maneuvering was required to round the corners. Some of the floats were driven backwards through the parade, a matter of rare skill upon the part of the drivers. The radio men described such floats as that entered by Santa Barbara, within which a telephone line was installed in order to keep the pilot and the driver of the tractor 50 feet to the rear, informed. Descriptions over the air, heard in London, Paris, Berlin, Honolulu, Nome and even in the lighthouses off the isolated coasts of the world, told the story of 5,000,000 flowers, fashioned by artisans into "memories", all of them "golden."

The parade started on time. For many years this has been the boast of the Chief of Staff, Capt. J. W. McCall, Jr. Exactly at 9:30 o'clock, when the crowd of spectators had passed the million mark, the signal was given and the mighty procession got under way. By means of loud speakers every member of the vast concourse knew just where the head of the parade was, and were told just how soon it would reach the various points along the line of march.

Even the horses in the 50th parade recalled "Golden Memories" that stretch back to the days of the Spaniards when the finest Palominos of the dons were imported to Southern California. The breed has remained pure throughout more

than three centuries and the equestrian bluebloods are the pride of several world-famous stock farms located in California. Carrying the official Tournament of Roses



QUEEN AND GRAND MARSHAL

Queen Barbara Dougall, of the Tournament of Roses, is hostess on her float to Grand Marshal Shirley Temple for a moment before the parade starts.



trumpeter, Al Shureen, was "Ras-el-Ayn", a horse born in Spain, whose ancestry dates back to Christopher Columbus' favorite horse. "Ras-el-Ayn" is a dapple grey stallion and is admitted to be the finest parade horse in America.

Horsemen wore Spanish costumes of white and silver, black red and gold, and other color combinations, while the horses were caparisoned in leather and silver. Many of the saddles astride the prancing animals are valued at \$3500 each, while a rough estimate places the value of the parade's horse-show alone at \$300,000.

Many of the 18 bands were outfitted this year especially in honor of the Golden Jubilee. Notable among the colorful musical groups was that of the Pasadena Tournament of Roses Band, from the Pasadena Junior College. Uniforms of the 150 members of the band, of rich gold and red velvet, were made especially for the parade and worn for the first time in the 1939 event. After the parade the band became the official band for Duke University at the Rose Bowl game. Marching also was the celebrated Trojan Band from the University of Southern California. The 18 bands were selected from more than 100 applications received. Traveling farthest to participate was the 16th Canadian Scottish Bagpipe Band that came from Victoria, British Columbia.

The Tournament of Roses official reviewing stand, located at Orange Grove Avenue and Colorado Street, today held many distinguished guests including the Commander-in-Chief of the United States Fleet and his staff; the National Commander of the American Legion, and others. In years past, it is believed, the same stands have offered views of the parade to virtually every governor of the Union and once to a President of the United States.

Floats to conform with the parade theme each recalled some "golden memory".

The City of Oakland, by its entry, brought to mind the days of piracy on the Spanish main, fictionized by Robert Louis Stevenson in his immortal "Treasure Island." Old "John Silver" was there with his treasure chest.

Memories of man's fight for water, as the teeming millions flocked to Southern California, were recalled by means of flowers and running water on the entry of the Metropolitan Water District of Southern California.

One hundred years ago Capt. John A. Sutter reported to the world, to his own later misfortune, the discovery of gold in California. Blossoms on the Sacramento float told the memory of this event that changed the economic system of the nation.

From Portland, Ore., came a float that brought back the pioneer days of the place where ended the Oregon trail.

Two of Pasadena's great hotels, the Huntington and the Vista del Arroyo, merged their efforts this year with pleasing results on a float which brought back to many in the vast crowd, memories of the days when chariot racing, and not football, was the afternoon event on New Year's Day. The chariot of flowers on the hotel float exactly portrayed the Roman quadriga of the time when "Ben Hur" raced his horses in the Roman Colosseum.

Portola and the mission days intermingled with the founding of a new Empire, was San Francisco's Golden Memory.

Humboldt County, home of the great redwoods that were sturdy trees when Christ was born and saplings during the building of pyramids, chose to remind of the days when salmon swarmed through the streams of Northern California.

Burbank, winner of the sweepstakes, harked back 50 years into history to reproduce in flowers a Golden Memory of the "Tally-ho of 1889", with the "Tally-ho" riding over a highway of white flowers.

From Sun Valley, Idaho, was "a true picture of Winter Wonderland".

Phoenix, Ariz., dipped far back into history for its theme. Four hundred years ago Fra Marcos de Niza came as the first white man to view the Valley of the Sun. His coming was beautifully portrayed in flowers and cacti, the latter being

brought from the very same desert that he and his weary men marched across.

No memory is more cherished than those of circus days, a fact recalled happily by the entry from North Hollywood, with its great clown of flowers, the circus tent in the center with the wild animals cleverly fashioned.

A note of humor entered when the float from Ventura went by. Its theme "The Saturday Nite Bath" was carried out by means of the ole wash tub in the center of the kitchen, with the faithful old pump on the back porch.

Few could compare with the rare beauty of the Long Beach float with its great swimming gold fish in the foreground, and a mammoth pearl sea-shell at the rear.

Eagle Rock chose to show a school room from the little red school house days,



#### QUEEN BARBARA AND HER COURT

Barbara Dougall was crowned Queen of the Golden Anniversary Tournament of Roses in an elaborate ceremony at the Civic Auditorium, Thursday evening, December 29th. Queen Barbara is seated on the throne in the center of the picture. On her right from top to bottom are Princesses Eleanor Wennerberg, Peggy Lynn Ingham, and Peggy Lou Anderson. On her left from top to bottom are Princesses Gladys Hadley, Bernice Mongreig and Roberta Mae Scott.



not forgetting the "Tom Sawyer" type boy that played hookey and got his learnin' at the end of a fishin' pole.

Older people in the crowds grew thoughtful when, in flowers, they saw themselves "Seeing Nellie Home." This was the theme well executed by the City of Sierra Madre.

Alhambra adopted an ingenious idea. The city selected the third member of the famous "Three Little Pigs" and put him to work on top of its float building his house of bricks.

When, after the marvelous "Last Supper" float entered by Laguna Beach had gone by the more than one million persons who witnessed the parade, it was the unanimous opinion that the 50th Anniversary Parade was in itself a splendid "Golden Memory."

The parade required two hours to pass a given point. Only one slight delay was occasioned when a trans-continental train crossed the line of march. But this delay was skillfully handled by the parade marshals, all of whom have served for 10 years and were attired this year in attractive black capes, with white silk lining, their marshal hats being adorned with white cockades.

Assisted by more than 700 police from Los Angeles and virtually the entire force of sheriff's deputies, the Pasadena police directed the parade breakup with precision. An attempt was made to segregate the parked cars, numbering by rough estimate 400,000. Cars destined to carry football fans to the Rose Bowl Game were parked on the Bowl side of Colorado street, while from the air the Pasadena police directed the flow of traffic back to Los Angeles and other nearby cities.

Memories of the first parades were revived for thousands, who with picnic lunches in their cars, proceeded on to the many mountain and desert areas out of Pasadena, just as in 1890 parade participants and spectators gathered after the parade for picnics along the Arroyo Seco.

Tournament officials, at the conclusion of the parade expressed their complete satisfaction and, in the spirit of the Tournament of Roses, began plans for the next year's event, to start off another half century of "Golden Memories."

## Prize Winners for Tournament of Roses—January 2, 1939

### SPECIAL AWARDS

Sweepstakes, for the most beautiful entry, regardless of size: Burbank, winner. Sweepstakes Trophy and Banner.

Theme Prize, for the entry most fittingly presenting the theme of the 1939 Parade "Golden Memories in Flowers": Oakland, winner. Theme Trophy and Banner.

Grand Prize, for the most beautiful entry, regardless of size: Standard Oil Company, winner. Grand Prize Trophy and Banner.

Pasadena Challenge Trophy, for the best entry made by a Pasadena organization or person. Must be won three times to become the permanent property of the winner: Pasadena Post No. 13, American Legion, winner. Silver Trophy and Banner.

President's Trophy, for the best horse-drawn vehicle, four or more horses: Dr. W. J. Ross Company, winner. President's Trophy and Banner.

### FLOATS

All firsts, blue banner and trophy; second, red banner and trophy; third, yellow banner and trophy.

Class A, Civic Bodies other than Pasadena, representing cities of more than 40,000 inhabitants: First, Long Beach; second, Glendale; third, Durham, N. C.

## DIRECTS TRAFFIC FROM AIRPLANE

For the second time, but on a more elaborate scale, Chief of Police Charles H. Kelley directed the 1939 Tournament of Roses traffic from an airplane. As an experiment a year ago the plan of using an airplane with a two-way radio was tried out. It worked so well as to attract national attention to the newest plan in handling a mass movement of individual units all converging on a single city.

On the ground it is impossible for any officer in command of traffic to get the whole picture, Chief Kelley states, but from the air he can see heavily congested highways, perhaps flanked by others with few vehicles, and then he tells the ground force to divert traffic over the open roads with the result that traffic snarls have been greatly prevented by this plan.



CHIEF OF POLICE CHARLES H. KELLEY OF PASADENA  
Chief Kelley directs New Year's Day traffic by radio from an airplane

Special Award—San Francisco.

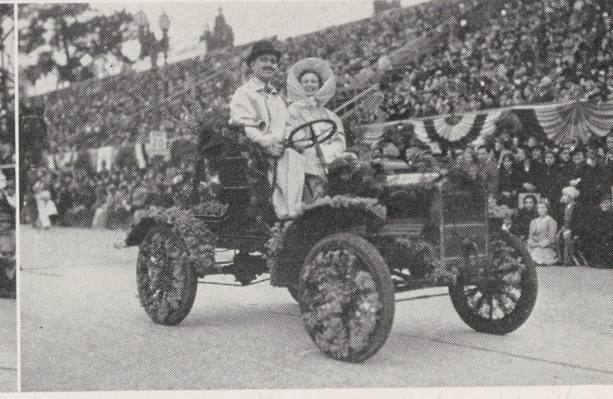
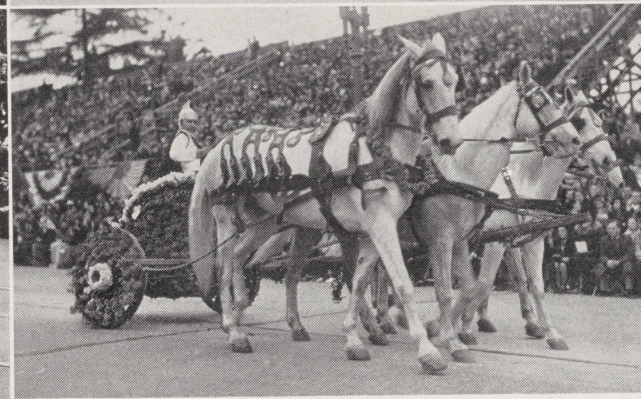
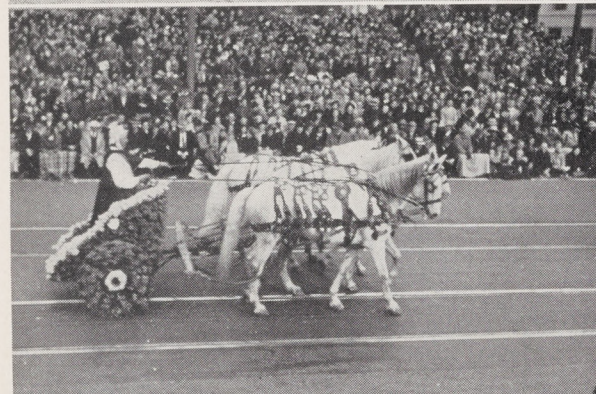
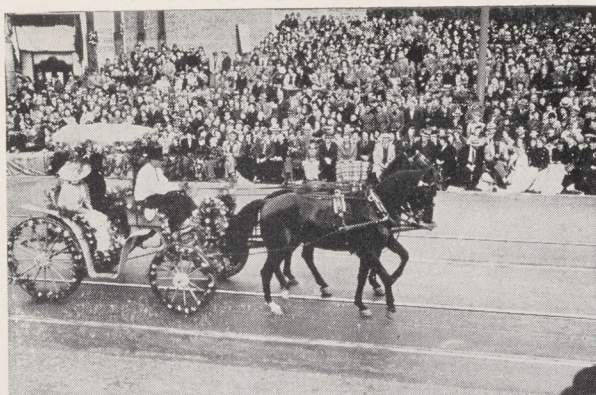
Class A-1, Civic Bodies representing cities of between 20,000 to 40,000 inhabitants: First, Santa Barbara; second, North Hollywood; third, Pomona and Los Angeles County Fair.

Class A-2, Civic Bodies representing cities of between 10,000 and 20,000 inhabitants: First, Eagle Rock; second, South Gate; third, Altadena.

Class A-3, Civic Bodies representing cities of between 5,000 and 10,000 in-

(Continued on Page 32)





#### MEMORIES OF THE FIRST PARADE

PROLOGUE—Entries imitating those in the first Tournament of Roses 50 years ago are seen in the Golden Jubilee parade as follows: top row, left to right, old-fashioned surrey, its wheels entwined with flowers as they were 50 years ago for the first parade; prologue banner, and old-fashioned tally-ho. Middle row, left to right, flower-decorated chariot such as was used for races at old Tourna-

ment Park, group of red-coated huntsmen, and old Pasadena Fire Department engine which went to the fires of 1889. Below left, old-fashioned flower-draped carry-all; center, another chariot; at right, old auto, such as was seen in parade years ago. These rigs form an interesting retrospect in today's modern animated and elaborate pageantry.





#### MEMORIES OF HARVEST TIME

SAN JOSE AND SANTA CLARA VALLEY (upper left)—“Golden Harvest Time” brings its lemon-leaf bowl overflowing with delphinium, sweet pea and marigold-created fruits. SANTA FE VINTAGE COMPANY (upper right)—“Harvest Time” in this scene means vintage days, red and white chrysanthemum

grape vines entwine the float. SAN FERNANDO (lower left)—“Old Mill Stream” paints another phase of rural life with 75,000 violets, pansies, pompons, roses and heather sprays fashioning the old mill, water wheel and terraced pools. SAN BERNARDINO NATIONAL ORANGE SHOW (lower right)—“The First Orange Tree” planting in 1857 is re-enacted by a tiny “rancher.”



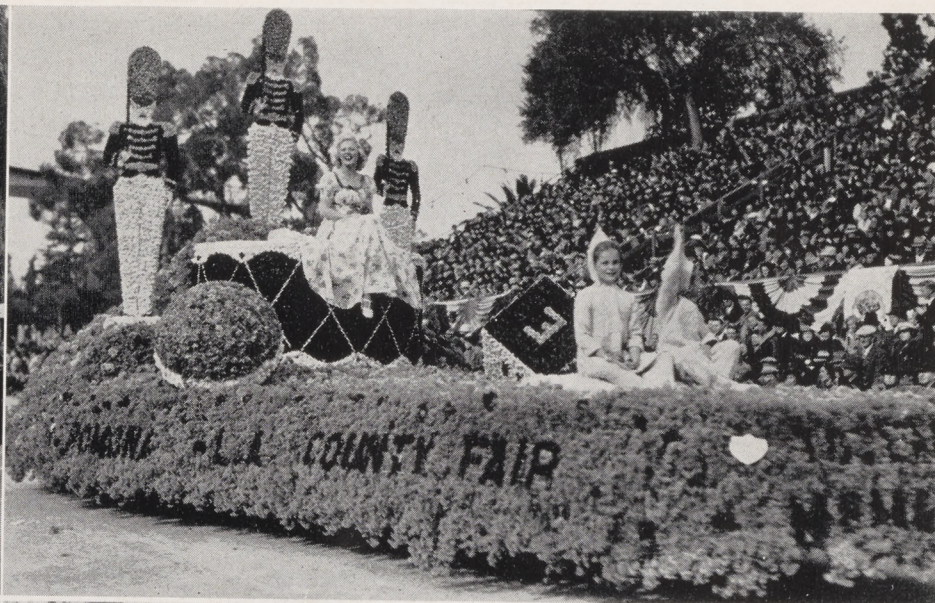


#### MEMORIES OF EARLY CALIFORNIA

PASADENA MERCHANTS ASSOCIATION (upper left)—“Siesta Memories” are revived in a desert scene of lupins, poppies and Indian paint brushes, the expected sleeping Mexican near a cactus tree. ORDER OF CALIFORNIA DONS (upper right)—“Days of the Spanish Dons” are recreated in this early California scene, fashioned of calendulas, red carnations and green pepper boughs.

SOUTH PASADENA (lower left)—“Early California” ox cart is brimful of blossoms for the senorita, a sun-burst of gladioli, delphinium, stocks and chrysanthemums in the background. SAN GABRIEL (lower right)—“The Old Grapevine” at San Gabriel Mission, loaded with sweet pea grapes, is the center of an early California fiesta scene.





#### MEMORIES OF CHILDHOOD

**EAGLE ROCK** (upper left)—“The Three R’s” loom large in schoolroom memories. An early school-day slate is the background for reading, ’riting and ’rithmetic books. Yes, there’s even the class dance. **POMONA AND LOS ANGELES COUNTY FAIR** (upper right)—“Memories of Toyland” include a red and white chrysanthemum drum, delphinium toy soldiers, floral ball and

blocks. **MARKET BASKET STORES** (lower left)—“Toyland Memories” features a comical chrysanthemum jack-in-the-box and a saucy chrysanthemum and rose roly-poly which amazes the children. **DR. W. J. ROSS COMPANY** (lower right)—“Circus Days” recall the ever-present calliope decked here with 43,000 red and yellow pompons, and windpipes of desert holly.





#### MEMORIES OF PIONEERS

PORTLAND (ORE.) ROSE FESTIVAL ASSOCIATION (upper left)—“Oregon Pioneer Days” recall a rose-entwined log cabin set midst a garden of poppies, candytuft and chrysanthemums, ARCADIA (upper right)—“The First Arcadians,” the original Hugo Reed family of 1839 look from their beautiful floral ranchhouse door. PASADENA POST NO. 13, AMERICAN LEGION (lower

left)—“The Old Spinning Wheel” of bronze and white chrysanthemums stands in an old-fashioned rose garden which rises to a floral retreat atop a fern knoll. SALVATION ARMY (lower right)—“Faith of Our Fathers” is centered in the quaint church of desert holly and in an opened floral Bible with chrysanthemum lettering. Pompon shields flank the float.





#### STORY BOOK MEMORIES

CULVER CITY (upper left)—“Wizard of Oz” and his fabled companions descend a golden pompon path from a pink snapdragon castle roofed with yellow pompons. ALHAMBRA (upper right)—“The Third Little Pig,” as the story goes, builds his house of chrysanthemum bricks, so the big bad wolf can’t blow it down. The animated figure stands five feet high. UNITED SERVICE CLUBS

OF PASADENA (lower left)—“School Days” memories of a red pompon schoolhouse on the hill, flanked with dainty arbors of sweet peas and roses under which little girls swing, are aroused by this creation using 300,000 blossoms. NATIONAL AUTOMOBILE CLUB (lower right)—“The Golden Rule” for motorists is depicted, reminding motorists to drive carefully.



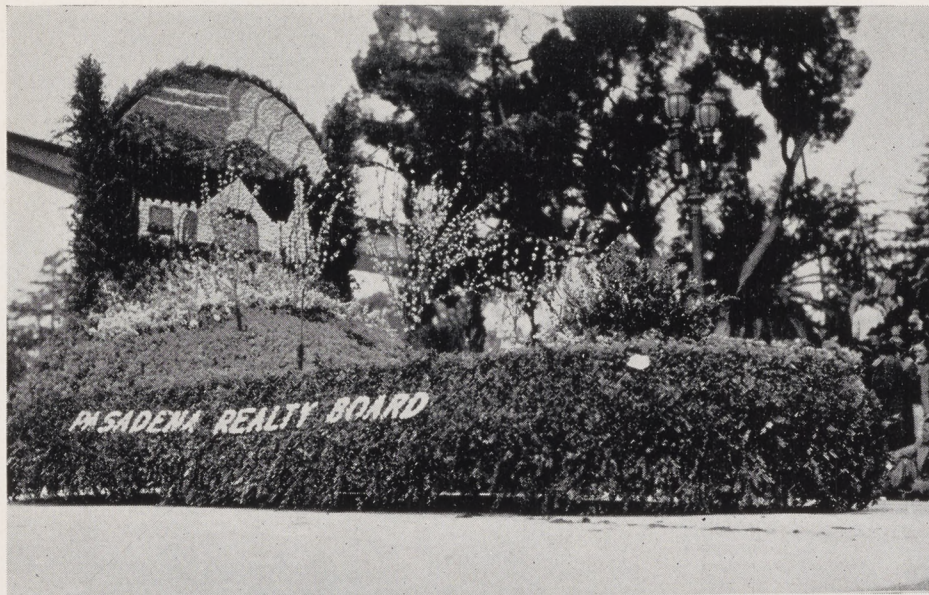


#### AESTHETIC MEMORIES

**SOUTH GATE** (upper left)—“Memories in Music” features a pompon harp with two pink sweet pea lyres on each corner of the float. Trumpeters play under a sweet pea canopy. **PACIFIC ROSE SOCIETY** (upper right)—“Rose Memories” are conjured by an old-fashioned rose garden fashioned of 75,000 rose buds. **COCA-COLA** (lower left)—“Refreshing Memories” are found in a

placid blue delphinium lake on which swim two floral swans. Cream-colored stevia, laced with lemon-colored chrysanthemums, forms the base. **NATIVE SONS AND DAUGHTERS OF THE GOLDEN WEST** (lower right)—“Golden Bow of Memories” tied with yellow pompons holds a package of memories. The float carries comely native daughters in filmy gowns of pastel hue.



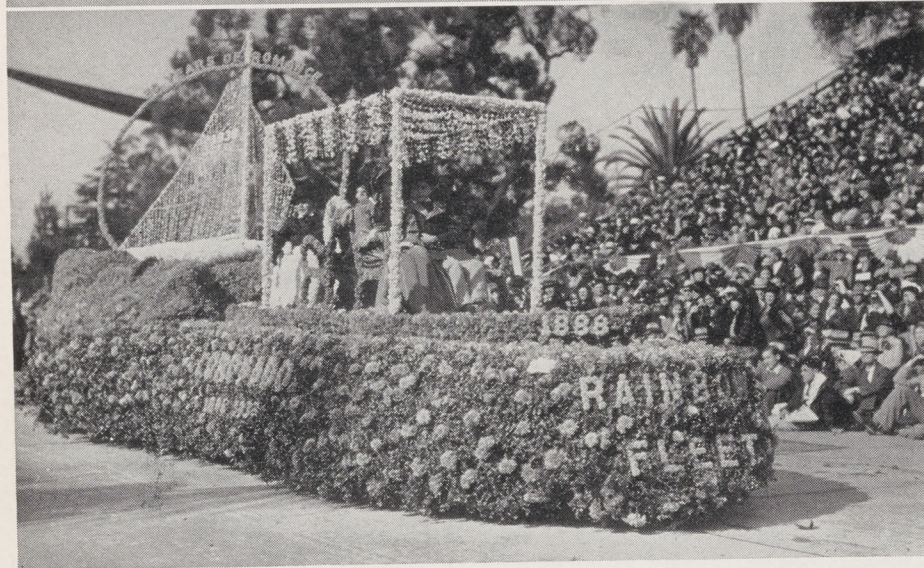
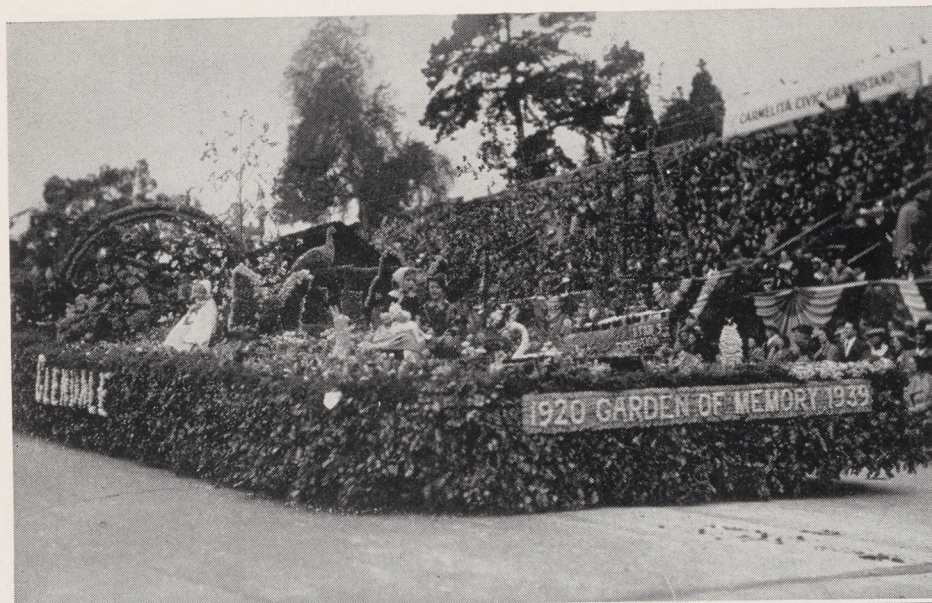


#### MEMORIES OF HOME

PASADENA REALTY BOARD (upper left)—“Sweet Home” of heather, cornflowers, chrysanthemum and narcissus nestles in an orchard-bordered garden. SIERRA MADRE (upper right)—“Seeing Nellie Home” portrays a burgundy-chrysanthemum “cut under” buggy with cornflower harness traveling down a purple roadway through a chrysanthemum-petal cobweb of the past to the

calendula streamlining of the present. CALIFORNIA STATE JUNIOR CHAMBER OF COMMERCE (lower left)—“Family Album” bound in red pompons is opened to a page portraying a floral boy and girl of 50 years ago. PASADENA CITY SCHOOLS (lower right)—“Golden Wedding” is recalled by a mammoth Easter lily bower for a bridal party of 1889.



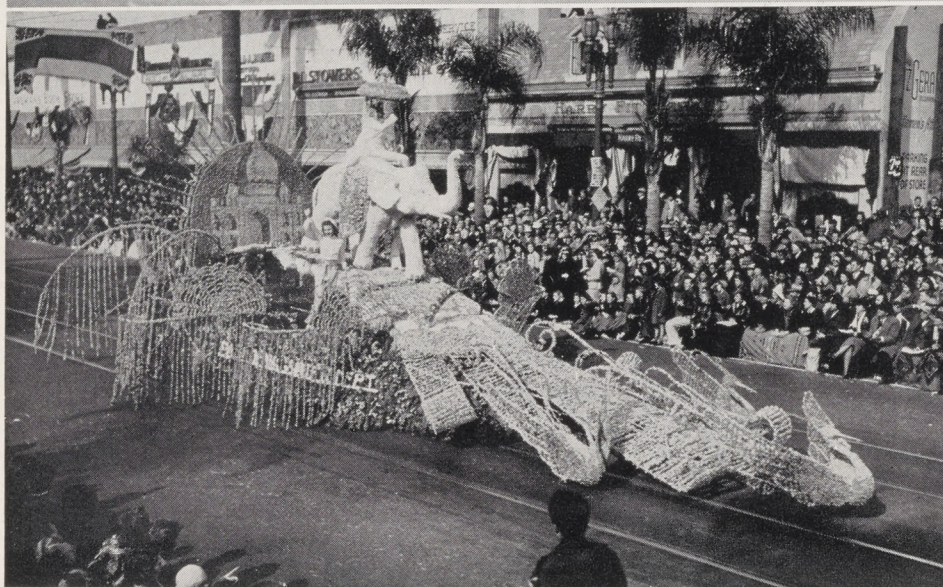
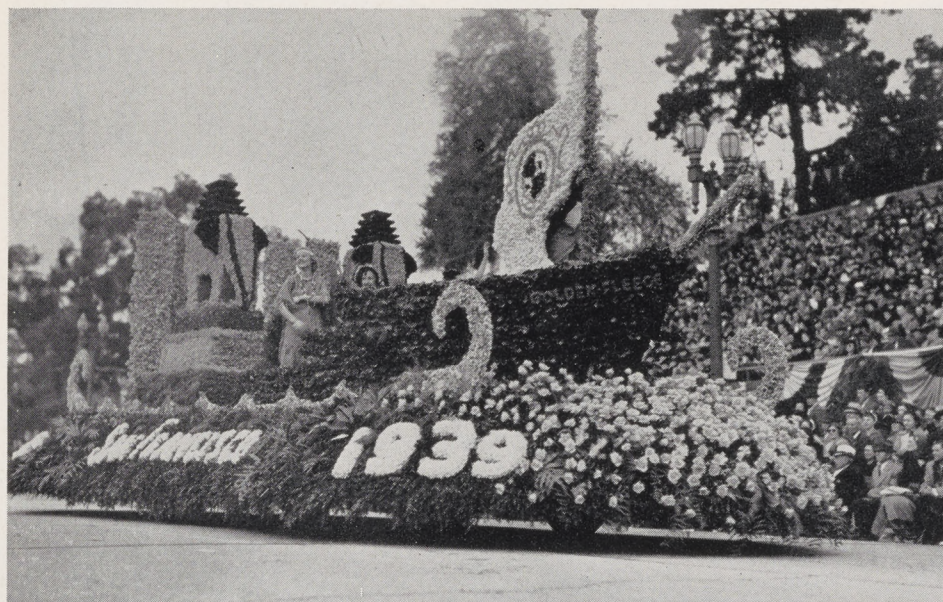


#### ANNIVERSARY MEMORIES

GLENDALÉ (upper left)—“Garden of Memory” appropriately to the fiftieth anniversary parade depicts miniatures of past Glendale floral themes. The profusion of blooms includes pansies, violets, narcissus, delphinium, primroses, blue cornflowers, pompons, carnations, candytuft, poinsettias, lilies-of-the-valley, roses, sweet peas, orchids and still others. ALTADENA (upper right)—“Golden Jubilee Birthday Cake” “baked” with 183,000 roses, sweet peas,

delphinium and chrysanthemums, compliments Altadena’s sister city. HOTEL DEL CORONADO (lower left)—“Fifty Years of Romance” are spanned by the hostelry’s famous Rainbow fleet of 1888 and today, the chrysanthemum sailboats on a blue delphinium sea. PASADENA CLEARING HOUSE ASSOCIATION (lower right)—“Happy Birthday” is celebrated in an 1889 chrysanthemum-fenced garden. A geranium teddy bear sits at the first birthday cake.



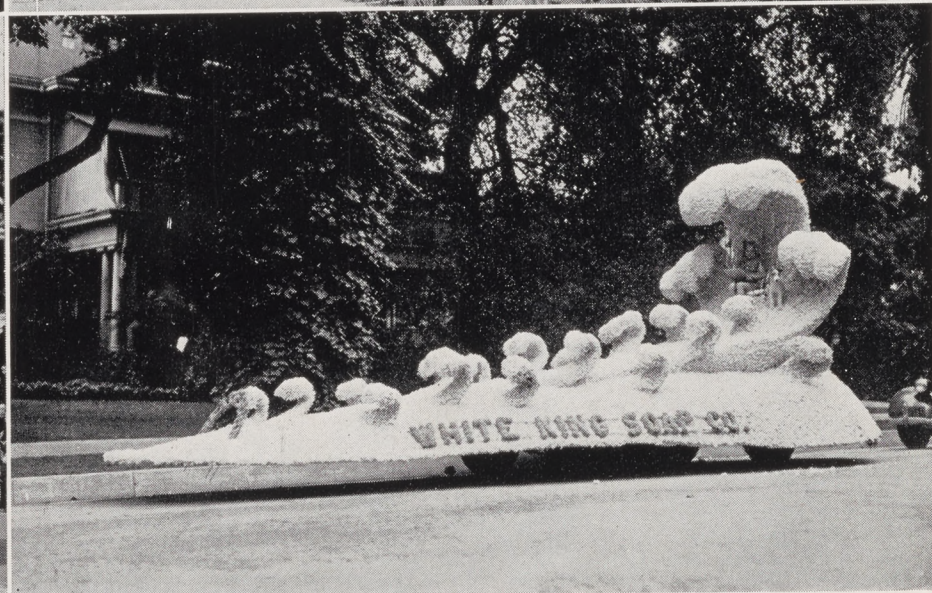


#### MEMORIES OF OTHER SHORES

SAN FRANCISCO (upper left)—"Portola and the Golden Fleece" stands on the cornflower bayshore, memory of San Francisco Bay's discovery. Pompon elephant towers from Treasure Island bridge the span to the present. VAN DE KAMP'S BAKERIES (upper right)—"Tulip Time in Holland" pictures the tulip fields in the Old Country overshadowed by the familiar Dutch windmill. PASA-

DENA WATER DEPARTMENT (lower left)—"Song of India" in 108,000 flowery "notes" conjures a white pompon elephant, bearing an Indian princess, out of a calendula and pompon sunrise. GAY'S LION FARM (lower right)—"Cleopatra" rides a blue cornflower chariot drawn by a bronze chrysanthemum lion through a field of calendulas, ranunculas and pampas grass.



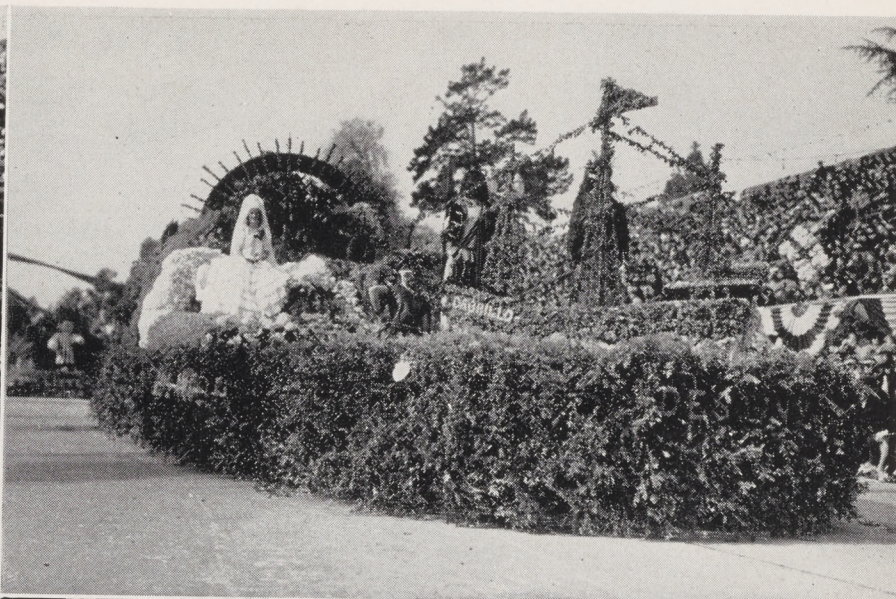


#### MEMORIES IN PICTURES

SUN VALLEY (IDA.) LODGE (upper left)—“Winter Wonderland” portrays a girl skating on a blue delphinium lake surrounded by snowy white chrysanthemum slopes, behind which a golden pompon and calendula sun is sinking. CAMP BALDY (upper right)—“Whistler’s Mother,” a re-creation of the famous portrait in a brown chrysanthemum frame, pays tribute to memories of motherhood. The

artist stands by his finished “canvas.” PHOENIX, ARIZ. (lower left)—“The Valley of the Sun” pictures the 400th anniversary of the discovery of the beautiful Phoenix area. The Phoenix bird, of Egyptian mythology, tops the scene. WHITE KING SOAP (lower right)—“The White King Girl” and her pet terrier come to life, riding on billows of white chrysanthemum suds.



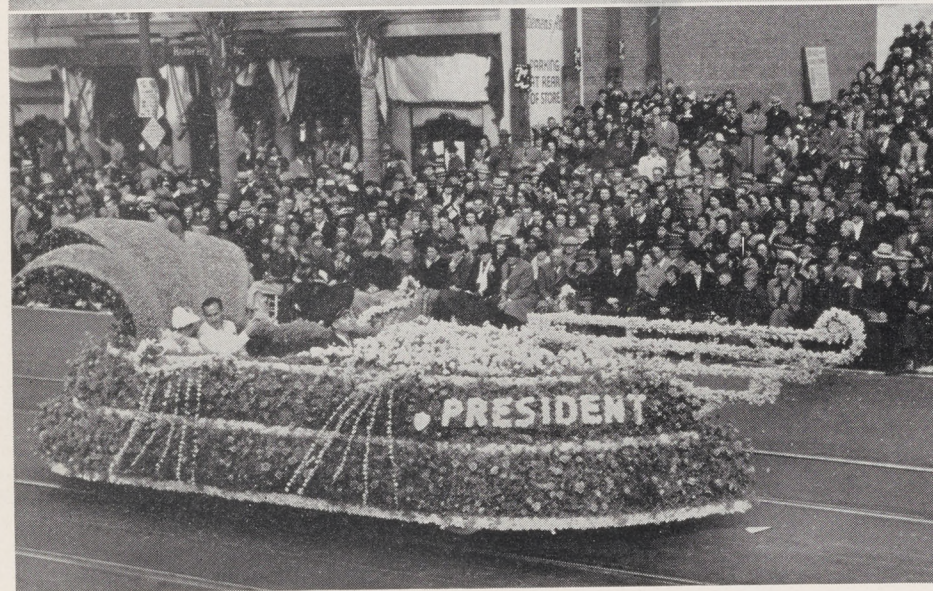


#### MEMORIES OF PROGRESS

COUNTY OF LOS ANGELES (upper left)—“Half-Century of Progress” is typified by thriving orange groves and oil derricks contrasted with the county of 50 years ago. CITY OF LOS ANGELES (upper right)—“Destiny” is represented by Cabrillo, discoverer of this bounteous land, and his ship at anchor on a blue delphinium sea, a range of azure mountains in the background. SACRA-

MENTO (lower left)—“Golden Empire Centennial” symbolizes the Sacramento of 100 years ago on the banks of a desert holly river, a typical gold miner busy with bronze chrysanthemum pan in hand. METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA (lower right)—“Vision of the Golden Cities” paints future development with Parker Dam water.





#### MEMORIES OF SERVICE

PASADENA LIGHT AND POWER DEPARTMENT (upper left)—“Queen of Service” Maxine Tulloss, gowned in silver, stands betwixt great scrolls of pink sweet peas from which drape lacy blooms. PASADENA CHAMBER OF COMMERCE (upper right)—“Romance in Roses” is realized by the modern young couple ’neath an orchid pompon arbor and surrounded by three giant roses

fashioned of pink sweet peas. PRESIDENT OF THE TOURNAMENT OF ROSES ASSOCIATION (lower left)—Mr. and Mrs. Lathrop K. Leishman ride in a rose-decked car lined with pompons. PASADENA BOARD OF CITY DIRECTORS (lower right) greet friends and visitors from midst floral beauty of two rose-bedecked automobiles.



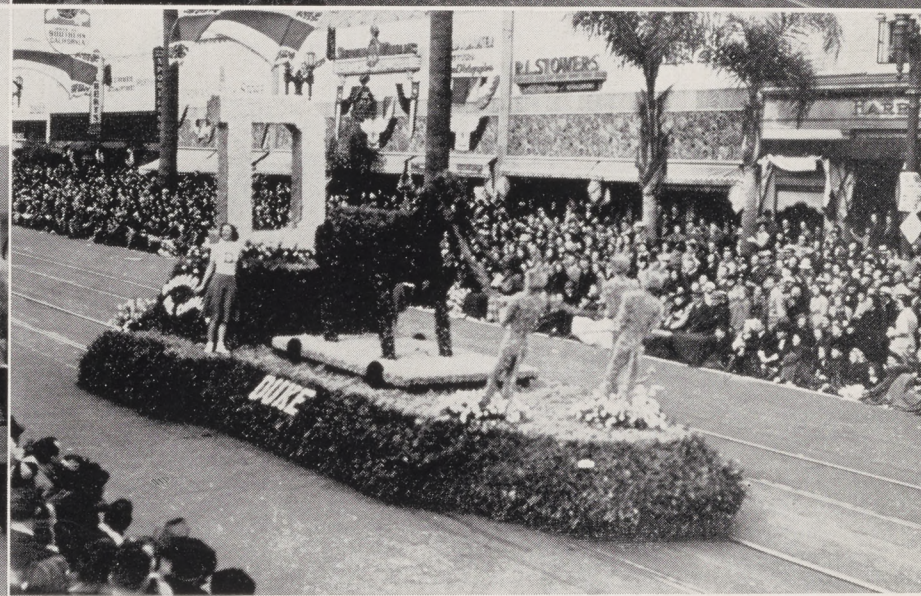
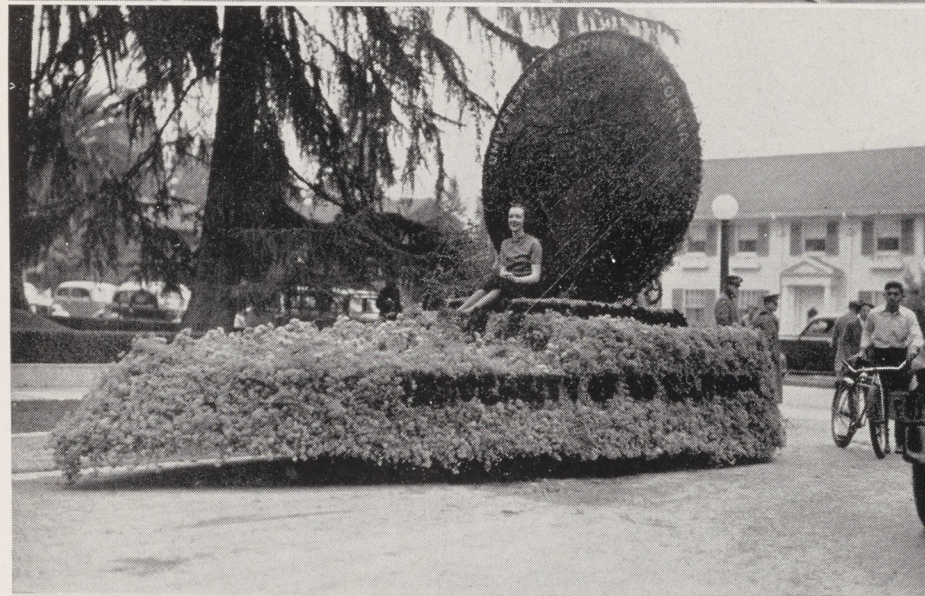


#### MEMORIES OF BOYHOOD

BOY SCOUTS (upper left)—“Golden Memories of Boyhood” in the old log schoolhouse, made of 25,000 chrysanthemums, are related to attentive Scouts by an old sea captain. HUMBOLDT COUNTY (upper right)—“Old Fishing Hole Memories” invariably mean a barefoot boy on a convenient log and a salmon “that long”—that didn’t get away, either. The fish’s scales are of 11,000 pods of

the Honesty plant. VENTURA (lower left)—“The Saturday Night Bath” recalls days of the washtub in the old-fashioned kitchen of a poinsettia brick home. Mother is about to start the ablutions. NORTH HOLLYWOOD (lower right)—“Childhood Circus Days” are re-created with 150,000 vari-colored chrysanthemums, and features a huge animated clown, and a ferris wheel in front.



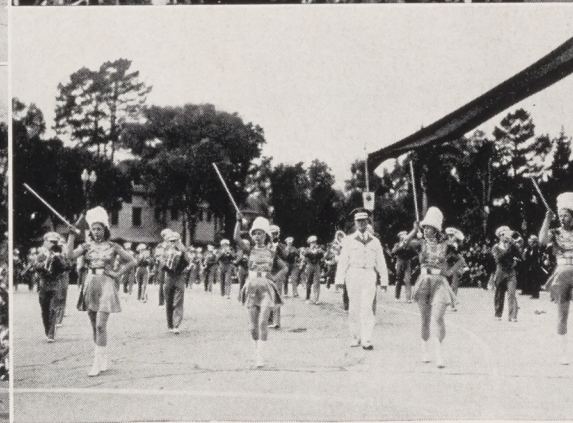
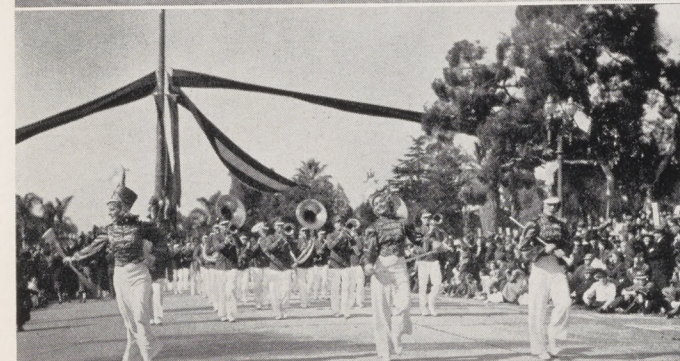


#### MEMORIES OF YESTERYEAR AND TODAY

TOURNAMENT OF ROSES BANNER (upper left)—Passes along Colorado Street, announcing to eagerly-waiting throngs the start of the three-mile-long procession. HUNTINGTON-VISTA DEL ARROYO HOTELS (upper right)—“Yesteryear’s Classic” New Year’s Day chariot races which preceded Rose Bowl football are recalled by a chrysanthemum Roman chariot drawn by narcissus

steeds on a pink rosebud track. UNIVERSITY OF SOUTHERN CALIFORNIA (lower left)—“The U.S.C. Seal” is fashioned of marigolds and maroon pompons, representing the Trojan football colors—maroon and gold. DURHAM, N. C., JUNIOR CHAMBER OF COMMERCE (lower right)—“Duke Blue Devils” made of cornflowers humble the chrysanthemum Trojan war horse.





#### EIGHTEEN BANDS IN PARADE

Of 18 bands marching in the Golden Jubilee Tournament of Roses Parade, probably the most famous is that of Pasadena Junior College, the Bulldog Band which is the official Tournament of Roses Band. It is seen (above, right) in an air view, with the Star-News Building in the background. The crowds which mass the parade route for more than three miles can be seen along both sides of

Colorado street. The band is gaily dressed in new Spanish uniforms with flaring trousers. Other views show (top, left) strutting drum majors and majorettes; and various other bands which participated, coming so close together that spectators were never without music as the long procession marched along the crowd-lined streets at a smart pace.





#### HORSES OUTSTANDINGLY COLORFUL

Al Shureen, trumpeter, on Ras-el-Ayn, one of the most beautiful Arabian horses in America, leads the parade. They are shown in center. In upper left are the mounted color bearers while members of the Valley Hunt Club entry, riding in the Prologue, are shown in upper right. Master of the Hounds Edward S. Graham with his aides appears in the picture at right center with the hound pack follow-

ing behind them. Three of the other striking equestrian entries which thrilled the thousands along the line of march are shown on this page. The horses in the Rose parade are always one of the most picturesque features of the event and this year were outstandingly colorful. Silver saddles and luxurious trappings were carried by nearly every animal. Many of the riders wore bright-hued Spanish garb.





#### EIGHTEEN EQUESTRIAN UNITS IN PARADE

Leo Carrillo's horse stands on one foot as he prances for photographers before the reviewing stands. Leo Carrillo is a striking figure in the parade and draws much applause. Sheriff Biscailuz's mounted posse forms a guard for Grand Marshal Shirley Temple, as shown in the upper right photo. They are kept busy continually driving back too enthusiastic photographers and spectators. In the right center

picture a caballero controls his prancing steed. Deputy marshals, with Major Frank E. Bertholet, U.S.A., R.O.T.C. commandant at Pasadena Junior College, at the left, are shown in the left center picture. The other photos are of groups of horses entered by their owners or representing organizations. Eighteen equestrian units ride in the parade.



# U. S. C. Triumphs Over Duke 7-3 in Thrilling Finish

By CHARLES W. PADDOCK

PASADENA ROSE BOWL, JANUARY SECOND—Emblazon his name in the halls of Troy as one of the mightiest Trojans of them all; a half-forgotten name which Coach Howard Harding Jones has seldom remembered. But he remembered today. And just in the nick of time.

The "Iron Dukes" of Durham had proven themselves just that and more, for 59 and one-half minutes of courageous football, when Jones turned to his fifth or sixth string quarterback (what does it matter now?) Doyle Nave and sent him into a game that seemed hopelessly lost with Duke in front by three gigantic points.

From the middle of the field, Nave called for a pass. Straight as an arrow and swift as a cannon shot, Nave hurled the ball for a perfect catch. He did it again. And then again! Three straight bulls' eyes. Then he drifted back once more, back so fast and so far that no Duke man could get near him, and then again he passed, straight as an arrow, swift as a cannon shot. Youthful Al Kreuger, S. C. end, had raced into the northwest corner over the Duke goal line and there he turned and caught Doyle Nave's fourth successive pass, for a touchdown and victory with the conversion coming a moment later, making the final score read, Southern California 7; Duke 3.

And you will see many a Rose Bowl Game in the future without watching such a last half-minute thrill as ninety thousand and more spectators saw here this afternoon.

## The Day Was Good for Duke

After a beautiful parade, led by the dimpled Shirley Temple as Grand Marshal, the sun shone spasmodically the rest of the day, with a few drops of rain and a late afternoon cold wind which swept through the Bowl, making Duke feel perfectly at home.

And the lads from Durham, for fifty-nine minutes of the game did feel at home, and appeared to grow stronger as the afternoon wore on. They had taken everything that Southern California's first two teams could throw at them and had not minded in the least. They seemed to grow smarter with each quarter, and after the wonderful placement kick of substitute guard, Tony Ruffa, which accounted for Duke's score, and the superlative punting of Eric (The Red) Tipton, it appeared that the Trojans could not break the Duke's remarkable record of not losing a game or even being scored on.

Between halves, Morley Drury, greatest Trojan football player of them all, told the writer that he was "scared to death." "Southern California has tried everything," he said, "and it is not enough. The boys are growing tired. The weather is just right for Duke and they have enough reserves to see them through. I don't see how we can win this one!"

And if it had not been for the unsung hero, Doyle Nave, Drury would have been right and the perfect record of Wally Wade in the Rose Bowl would remain unbroken.

## Record of Southern California Remains Perfect

But what a difference those four successive passes made in the history of Pasadena East-West competition; in the lives of two great coaches, Jones and Wade, and in the list of achievements of Southern California. The Trojans still remain undefeated in Rose Bowl history. Five times the sons of Troy have tramped upon the Rose Bowl turf and five times they have won, beating Penn State College

14-3; Tulane 21-12; and Pittsburgh twice by counts of 47-14 and 35-0. And now that glorious record is strengthened still more by today's score of 7-3. It was a close squeak and after everything else had failed, Nave came through!

The Trojans fought hard all the way. Mickey Anderson, Bill Sangster and Grenny Lansdell, the Pasadena members of the team, playing in their "home town" did nobly. Anderson and Lansdell kicked well, passed well and ran well. Sangster was always a threat. Ollie Day kicked as he has ever done before. The line furnished splendid interference and stood fast against Duke. The Trojans out-gained the Southerners, but they did not out-play them until the final thirty seconds. Nave was the only Trojan who could connect against Duke.

Southern California failed to take advantage of their one real break of the game, when Duke fumbled inside her 10-yard line on the reception of a punt and the Trojans recovered. They were held three times and on fourth down tried a place kick which went wide, only by a matter of inches.

Duke, on the other hand, only had one chance to score, and that early in the last quarter. And the boys grasped their one and only opportunity when Tony Ruffa made good on a place kick. That appeared to be the end.

But just as Duke was considered not to have had a chance in this game, so did Southern California when hopelessly beaten, come back to glory.

## First Half Scoreless, But Thrilling

Duke won the toss and elected to receive rather than to kick, which is a strange procedure in these parts. Almost immediately, the big crowd had the chance to see how well Eric Tipton could kick. He got off a beauty to Grenny Lansdell on the Trojan thirty. Grenny ran it back ten yards, and then after completing a short lateral, made a first down.

A few moments later Lansdell threw a long one which was intercepted on the Duke 9-yard line. Instead of batting down the ball, Duke held on, and then Tipton kicked another beauty to the Trojan 40. The "Iron Dukes" had punted their way out of a hole, nonchalantly. The Trojans were held and Lansdell punted out of bounds on Duke's 35-yard line. Duke thus gained 26 yards in the exchange of kicks—a performance which was to be repeated time and again throughout the afternoon. The Trojans also commenced to realize about this time that the Duke line was something to be reckoned with. Bolo Perdue at end, Bob Alabaster at guard and Dan Hill, the red-headed co-captain, were smashing through fiercely, particularly on defense.

S. C. continued to be out-kicked all over the field and Duke waited for the breaks. The Trojans were working like Trojans and once in a while Lansdell connected either with a short, fast run over tackle or a short, sharp pass. And this kind of thing continued for all of the first quarter with the Trojans doing all the work and Duke all the waiting and kicking. All of the S. C. gains were offset by the prodigious punts of Tipton.

He kicked out of bounds on S. C.'s 10-yard line. Grenny Lansdell proceeded to slip through center on the very first play that Hill was out of the game for 25 yards. Failing to gain after that, Lansdell kicked well to Tipton who returned to the Duke 36. Tipton was proving to be the whole Duke team on offense, but it was not enough as first downs go to offset the hard-driving, and short passing of Southern California—in the middle of the field. When-



ever the Trojans even remotely commenced to threaten, Duke tightened and it seemed impossible for S. C. to do anything about it.

A fresh team went in for Troy in the second period, guided by Mickey Anderson who fought bravely, though he seemed to be injured on almost every offensive play. Ollie Day finally replaced him but could do nothing either, except complete an occasional pass. Day had some trouble which might have proven fatal for Troy when one of his kicks was blocked. But he managed to recover it on his own 9-yard line. Several long passes connected for both sides and several others were intercepted, all of which kept the game to a high pitch for the crowd.

Tipton, several times running, dropped back as though to pass, and then

tucked the ball under his arm and made a first down for Duke. But these gains came deep in Duke territory and did the team little good. Eric left the game just before the half ended and received a tremendous ovation in so doing. He had played great ball and single-handed had kept Troy at bay by his marvelous punting, the like of which has never been equalled or surpassed in Tournament football, except perhaps in those far distant times when Archie Nesbit and Duke Morrison of California kept California from being beaten by Washington and Jefferson at old Tournament Park.

So the first half ended in a scoreless tie, with Duke looking better than when she started and the Trojans appearing a whole lot worse for the wear. It had been open play and enthusiasm and fight for Southern California as opposed to cold experience, a smart defense and superior head-work for Duke.

### The Second Half "Epic"

The second half commenced as the first had done with Southern California kicking off to Tipton who on first down punted wonderfully as usual. After receiving the ball, Lansdell on first down made a first down, but there S. C. was held and Lansdell was forced to kick to Duke on the latter's 20-yard line.

Tipton went back to his old job of kicking while Lansdell played smart football by signalling for fair catches. The ends were coming down on him so fast that it would have been almost impossible for Grenny to have gotten away, and those punts were hard to hold. It was smart football. However, Grenny finally saw his chance and when Tipton kicked a 65-yard beauty to him, he returned from his own 28-yard line to the Duke 49. Troy had a bad kick but this advantage was soon lost when Tipton had his punt on third down blocked. A Duke man touched it last and Tipton therefore had another chance on fourth down, but did not do so well. Lansdell returned splendidly and then made a first down to the Duke 36. Just as the Trojans seemed to be underway a pass was intercepted by Duke and the entire complexion of the ball game changed again.

Finally, Tipton threw a 30-yard pass to the fast McAfee who took it to the Trojan 25-yard line. Duke saw her opportunity and gained well through the line, finally placing the ball squarely in front of the Southern California goal posts. Ruffa, a sub guard, was sent in by Wade as the third quarter ended 0-0.

The reserve Trojan team went in and Duke gained 2 more yards to the S. C. 16. It was fourth down and two yards for a first down, and what might have meant a possible touchdown later on and 7 points. But Ruffa went back to his 27-yard line to try a placement. It was a perfect kick and the score stood Duke 3; Southern California 0.

Duke kicked off and Mickey Anderson, now in for Lansdell, ran the ball back from his goal line to his 27. Anderson was hurt and rehurt three times in a row and had to leave the game for Ollie Day. The latter, with the wind at his back, did some powerful booting himself and at last got Duke in a hole when the Duke safety tried to catch one of his punts on the roll and allowed it to slip through his fingers where Troy recovered inside the Duke 10-yard line.

It looked like the ball game, but Duke displayed her real strength in this emergency by breaking up Trojan passes and stopping Troy's running attack. On fourth down, a place kick was tried without success by Gaspar. Duke of course pulled a bad one by trying to stop that S. C. kick, but she saved herself.

Tipton kicked high, wide and handsome again to get his team out of trouble. Lansdell was downed on his own 39-yard line. The boy fought his heart out in battling the whole Duke team around end and through the line but he was being rushed too hard to pass effectively. The same had been true of Ollie Day. Grenny finally got the ball down to the Duke 35. And then came the story of the game!

The forgotten Doyle Nave went in and after S. C. had been penalized five yards



### THREE BIG POINTS FOR DUKE

The ball shown here high in the air spells three points for Duke—three points that looked like sure victory until 59 minutes and 20 seconds of the game had elapsed. The field goal was place-kicked right after the start of the final period by Tony Ruffa, substitute tackle, sent into the game for just that purpose.



for too many times out, and stood back on Duke's 42, this lad let go with the four history-making passes which made a great ball club lose to a greater one!

The line-up:

DUKE		U. S. C.
Barnell	Left End	Fisk
Maloney	Left Tackle	Stoecker
Johnson	Left Guard	Smith
Hill	Center	McNeil
Yorke	Right Guard	Tonelli
Haas	Right Tackle	George
Perdue	Right End	Stanley
Spangler	Quarterback	Lansdell
Eaves	Left Half	Hoffman
Tipton	Right Half	Morgan
O'Mara	Fullback	Sangster

#### Score by Periods

U. S. C.	0	0	0	7-7
Duke	0	0	0	3-3

Scoring—Touchdowns, U. S. C., Krueger; field goal, Duke, Ruffa. Points after touchdown, Gaspar.

Substitutions—U. S. C., ends, Winslow, Krueger, Stonebraker; tackles, Thomas-sin, Gaspar; guards, Fisher, Phillips; center, Dempsey; backs, Anderson, Shell, Banta, Day, Jones, Jesse, Peoples, Nave. Duke, ends, Bailey, J. Marion; tackles, Winterson, R. Haas, Ribar; guards, R. Baskerville, Alabaster, Ruffa; center, Burns; backs, Davis, G. McAfee, Robb, C. Deane, A. McAfee, Robinson.

Officials—Referee, Bob Morris (Kansas); umpire, Ralph Menton (Loyola of Baltimore); head linesman, Ralph Coleman (Oregon State); field judge, Battle Bagley (Washington and Lee).

#### FOOTBALL SCORES OF PAST YEARS

Date	East or South	Points	West	Points
1902	Michigan	49	Stanford	0
1916	Brown	0	Washington State	14
1917	University of Pennsylvania	0	University of Oregon	14
1918	U. S. Marines	19	Camp Lewis	7
1919	U. S. Naval Training Station	17	Marine Barracks	0
1920	Harvard	7	University of Oregon	6
1921	Ohio State	0	California	28
1922	Washington & Jefferson	0	California	0
1923	Penn State	3	U. S. C.	14
1924	U. S. Naval Academy	14	University of Washington	14
1925	Notre Dame	27	Stanford	10
1926	Alabama	20	University of Washington	19
1927	Alabama	7	Stanford	7
1928	Pittsburgh	6	Stanford	7
1929	Georgia Tech.	8	California	7
1930	Pittsburgh	14	U. S. C.	47
1931	Alabama	24	Washington State	0
1932	Tulane	12	U. S. C.	21
1933	Pittsburgh	0	U. S. C.	35
1934	Columbia	7	Stanford	0
1935	Alabama	29	Stanford	13
1936	S. M. U.	0	Stanford	7
1937	Pittsburgh	21	University of Washington	0
1938	Alabama	0	California	13

#### Prize Winners for Tournament of Roses—January 2, 1939

(Continued from Page 11)

habitants: First, Culver City; second, Arcadia; third, San Gabriel.

Class A-4, Civic Bodies representing cities under 5,000 population: First, Laguna Beach; second, Sierra Madre; third, Sun Valley, Ida.

Class A-5, Counties (over 50,000 population): First, Los Angeles County.

Class A-6, Counties (under 50,000 population): First, Humboldt County.

Class B, Service Clubs, Men's: First, California State Junior Chamber of Commerce; second, United Service Clubs of Pasadena.

Class C, Fraternal, Patriotic, Educational and Musical Organizations: First, Native Sons and Daughters of the Golden West; second, Pacific Rose Society; third, Order of California Dons.

Class D, Hotels: First, Huntington and Vista del Arroyo Hotels; second, Hotel del Coronado; third, Camp Baldy.

Class E, Business Firms and Manufacturers: First, Van de Kamp's Bakeries; second, Coca-Cola Company; third, Market Basket Stores. Special Award—Santa Fe Vintage Company.

Class F, Business Groups: First, Pasadena Clearing House Association; second, Pasadena Merchants Association; third, Pasadena Realty Board. Special Award—San Bernardino National Orange Show.

Class G, Municipal Utilities: First, Metropolitan Water District; second, Pasadena Water Department; third, Pasadena Light and Power.

Class H, Educational Units: First, Pasadena City Schools; second, University of Southern California.

Class I, Religious Units: First, Salvation Army.

Class J, Boys' Organizations: First, Boy Scouts, Southern California Council.



#### DUKE PUNT PUTS TROJANS IN HOLE

A Duke punt goes out of bounds on the U. S. C. 10-yard line to put the Trojans in a hole in the second quarter. Chasing the elusive ball are Bob Winslow, No. 73, U. S. C. end, and Bob O'Mara, Duke fullback.



# Golden Anniversary of The Tournament of Roses

ON January 1, 1890, less than 2,000 persons joined in the first Tournament of Roses Parade as participants and spectators.

In all corners of the world, January 2, 1939, an estimated radio audience of 92,795,286 persons heard descriptions of the Golden Jubilee parade, while more than 1,000,000 gathered in Pasadena from every state in the Union, lined the streets to view what has become regarded the world's greatest floral pageant.

Careful research has revealed that the idea from which the Tournament of Roses grew was expressed by the unknown writer of an article published in The

Pasadena Star on February 9, 1888, as "suggestions to set the thoughts of others in motion." A festival of flowers was proposed along the lines of the New Orleans Mardi Gras, the Ice King of St. Paul and the Veiled Prophets of St. Louis.

Charles Frederick Holder is credited with bringing the suggestion to the attention of the newly formed Valley Hunt Club. In fact, Mr. Holder once wrote, "scarcely anything else was discussed during the hunts in and about Pasadena by club members."

In a meeting of the Valley Hunt Club the first festival (Continued on Page 34)



## DIRECTORS OF THE TOURNAMENT OF ROSES ASSOCIATION

Left to right, top row: President, Lathrop K. Leishman; Vice-President, Harlan G. Loud; Secretary, Ray C. Maple; Treasurer, H. M. Cole; Manager, William Dunkerley. Directors—J. J. Mitchell, Charles A. Strutt, J. W. McCall, Jr. Center row: Cyril Bennett, C. Elmer Anderson, George S. Campbell, Eldon J. Fairbanks, Glenn J. Greene, James K. Ingham, Robert M. McCurdy, Zachary T. Malaby, C. W. Norris. Bottom row: Max H. Turner, Harold C. Schaffer, George L. Schuler, Dr. Russell E. Simpson, R. R. Sutton, Stephen W. Royce, Frank M. Brooks, Harry M. Ticknor and Carl G. Wopschall.



**EVERETT M. PITZER**

Float Designing, Feature Displays  
2157 Cooley Place SY 4-3343

**JOHN I. BOLEN, Associates**

Accountants and Counsellors, Specializing  
in Federal and State Tax Practice  
Citizens Savings Bank Bldg. Pasadena

**MARIE D. JEANNERETTE**

Teacher of Artistic Whistling and Piano  
1640 Paloma :: Soloist :: SY 4-3814  
Notary Public  
15 No. Raymond Ave. SY 3-9575

**SALVATION ARMY**

Help Us to Help Others to Help Themselves  
PHONE US—OUR TRUCK WILL CALL  
34 N. Delacey, Pasadena, Calif., SY 2-6597

**DR. RUBY A. LICHTY, Chiropractor**

Naturopathy and Chiropractic Adjustments  
All Treatments by Appointment  
565 N. Fair Oaks - Pasadena - SY 2-1568

**ASSOCIATED LETTER SERVICE**

MILDRED WITBRACHT  
Public Stenographer Multigraphing  
Mimeographing, Addressing, Mailing Lists  
261 East Colorado SY 2-6946

**Northrup Business Adjustments**

BURTON A. NORTHRUP  
Expert Collection Service - 179 East Green  
SY 3-4134 Phones PYramid 1-2464

**Biological Research Laboratories**

ROYAL C. PERKINS, Ph. D.  
Medical Arts Bldg.  
201 No. El Molino SY 6-6215

**Pasadena Bowling Court**

ELMER HARDESTY, Mgr.  
Completely Air-Conditioned the  
Year Around  
970 East Colorado Pasadena

**Fosselman Creamery Co.**

Quality Milk and Delicious Ice Cream  
442 S. Fair Oaks Phones: SY 3-5144  
L. A. Phone PY 1-2138

**Flintridge**

A Bit of Real Country  
Near the City  
FLINTRIDGE REALTY COMPANY  
Owner and Developer of Flintridge  
Opposite Flintridge Country Club  
R.D. 1, Box 42, Pasadena, Calif.

**WARRINGTON AUTO SERVICE**

Complete Automotive Service  
Tires, Batteries, Gasolines, Lubrication  
S & H Green Stamps  
1206 Lincoln Ave. SY 7-4296

**California Hotel**

B. E. THEURER, Manager  
345 North Brand Blvd. Glendale, Calif.

**St. Elizabeth's Catholic Church**

REVEREND W. E. CORR, Ph. D., Pastor  
WOODBURY AND LAKE PASADENA

**Waldorf Lounge**

• MIXED DRINKS  
See Wally Sheard or Oscar Reynolds  
665 East Colorado St. Pasadena, Calif.

**MYRON HUNT****Huntington Drive—San Marino**

There Are Very Good Openings Here for  
Merchants with Capital—The Business Is  
Here for Lines Not Represented to Make  
a Full Fledged Shopping Center  
R. S. Vanderhoof SYcamore 2-2490

**MRS. EILEEN CARDIFF**

Postmaster, Altadena, California

**WARNER POULTRY CO.**

Milk Fed Poultry—Fresh Eggs  
494 So. Raymond Ave. SY 3-8128

**LA SOLANA INN & BUNGALOWS**

Mrs. Elizabeth S. Snyder, Res. Mgr.  
American Plan—Excellent Table  
Spacious Ground—Children Welcome  
450 So. Grand Ave SY. 2-5392

**CROWN CITY MATTRESS WORKS**

Mattress and Box Spring  
Manufacturing and Repairing  
37 So. Fair Oaks Ave. SY 3-4949

**THE ORCHID Florist**

589 East Green at Madison  
SY 3-4709 —Phones— Night SY 7-2498

**GOLDEN ANNIVERSARY OF TOURNAMENT OF ROSES**

(Cont'd from Page 33)

association was formed. Dr. Holder was the first president and directed the work leading up to "The Battle of Flowers", the name being patterned after "The Battle of Roses" in Rome witnessed by Dr. F. F. Rowland, and the flower festival in Nice, France, reported by other members of the club. Quickly, thereafter, the name was changed to the Tournament of Roses.

At first, Pasadenans merely decorated their carriages with flowers and gathered together afterwards for games. First of the gymkhanas was held on the site now occupied by the All Saints Church. Later the New Year's Day outdoor gatherings were in an improvised park where now stands the Devil's Gate Dam.

Charles D. Daggett was president of the Tournament of Roses Association that carried the torch after five years' efforts by the Valley Hunt Club, and introduced chariot races to replace the simpler outdoor gatherings. The big event following the parade of those early days was the race for the \$1,000 cash prize. Chariots were models of famous quadriga, copied from designs found on vases treasured in the British

**Siebrecht's, Inc.**

Pioneers—Flowers by Wire  
644 East Colorado  
Day SY 3-1916 Phones Night SY 6-5582

**NIPPON NURSERY**

LANDSCAPE ARTISTS  
Japanese Gardens Our Specialty  
1485 E. Orange Grove Ave., Tel. SY 4-5182

**JOHN H. SIMPSON**

BUILDING CONTRACTOR  
516 S. Raymond Ave. Pasadena, Calif.  
SY 3-1231

**Compliments**

**GEORGE CUNNINGHAM  
SHARP**

**THE CHILDREN'S HOUSE**

693 So. Euclid Avenue  
A Day School for Children 3 to 8 Years  
Careful Attention Given to Individual  
SY 3-3741 Growth Needs May Davies

**PENN OPTICAL CO.**

Scientific Optical  
and Instrument Work. Lens—Prisms—Mirror  
Schmidt Correcting Lens  
3211 E. Colorado Pasadena, Calif.  
Phone SY 6-1837

**Mailing Service**

Mimeographing, Multigraphing  
Addressing, Folding, Mailing and Typing  
OFFICE AND LETTER SERVICE  
25 No. Mentor SY 2-6925

**The William Wilson Co.**

"Over Thirty-Six Years of Service"  
Real Estate—Insurance—Mortgages  
40 N. Garfield Ave. Pasadena, Calif.

**WM. C. CROWELL**

BUILDER  
495 S. Broadway—Pasadena, California

**FRENCH HAND LAUNDRY**

SIMON and VICTOR SOULANILLE  
27 E. California 606 S. Lake Ave.  
SY. 3-7425 SY. 2-3881

**Pasadena Laundry & Dry Cleaners**

The very best in Quality and Service  
974 So. Fair Oaks Ave SYcamore 9-4181

**WILLIAM HICKEY**

GOLF PROFESSIONAL  
Pasadena Municipal Golf Course  
Brookside Park SY 2-7694

**CALIFORNIA FLORIST**

Distinctive Floral Designs for All  
Occasions—Flowers Telegraphed  
26 E. California Tel. SY 6-3358

**ALLIN BROS.**

(Thos. D. and Charles A.)  
Civil Engineers  
209 Boston Bldg. 35 N. Raymond Ave.  
Tel. SY 2-4677

**THE SALVATION ARMY  
CITADEL CORPS**

Major H. D. Goldthwaite, in Charge  
12 W. Walnut SY 2-7827

**HAROLD B. BYRON**

POSTMASTER  
AND STAFF  
PASADENA, CALIF.

**I. MAGNIN & CO.**

WOMEN'S READY TO WEAR  
550 East Colorado Huntington Hotel  
Vista del Arroyo Hotel

**E. E. BETTS & SON**

Mortgage Loans—Real Estate  
General Insurance  
612 East Walnut SY 3-4646

**BRUCE R. KURTZ**

DENTIST  
627 First Trust Bldg.  
595 East Colorado SY 3-8638

**ROBERT GRAY**

Appraiser—Property Management  
385 East Green SY 6-6847

**Jay's Seed & Fertilizer Co.**

Specializing in Beautiful Lawns  
Lawn Mower Sharpening—Garden Supplies  
1010 East Walnut SY 6-1318

**Hopping's Foundry**

Iron Castings of All Kinds  
General Job Work—Manhole Covers  
367 So. Broadway SY 2-2434



Museum. Throughout the years the New Year's Day Parade remained the main event. Chariot races succeeded gymkhanas and then came the first football game. In 1902 the University of Michigan accepted an invitation to play Stanford University. The game was not a financial success, nor was it gratifying for Stanford fans who saw their team go down to a 49 to 0 defeat.

### Pasadena's Smartest Shop

SILKS - LINGERIE - HOSIERY  
BAGS - BELTS  
SPORTSWEAR

**DUNNING'S**  
556 EAST COLORADO STREET

### Morse-Hinshaw Co.

REAL ESTATE—LOANS—INSURANCE  
338 E. GREEN ST. PASADENA, CALIF.  
Telephone SY 3-8141

### Modern-Central Drug Co.

PRESCRIPTION SPECIALISTS  
194 E. Colorado SY 2-5154

### PETERS' ARTS & CRAFTS SHOPPE

La Casa Chiquita—Indian Curios  
Navajo Rugs, Baskets and Souvenirs  
114 So. Euclid Ave. Pasadena

### FRANK J. MILLER

Lincoln—Lincoln-Zephyr and Mercury  
Sales and Service—350 W. Colorado  
SY 3-4181 —Phones—PYramid 1-1108

This year the Duke University football squad came across the continent in a special train. Michigan players of 1902 came by reason of credit extended by a trans-continental railway and suffered the humiliation of watching their train pass them by, at the Raymond Station. They scurried aboard Hotel Raymond busses for the Pasadena depot of the Santa Fe and, probably, were glad to get back to civilization in Michigan.

The plan to have a football game pay expenses for the Tournament of Roses Parade was dropped until 1916 when Brown University came out to play Washington State College. The football series has continued down the years. In the fall of 1922 the now world-famous Rose Bowl was opened and on January 1, 1923, Penn State and the University of Southern California played the first of the greatest of classics—the Rose Bowl Game.

The Rose Bowl is the property of the City of Pasadena. One-third of the profits of the annual game goes to the city to pay off the Rose Bowl debt and to supply the Tournament of Roses Association with the funds necessary for the Tournament of Roses Parade. The Bowl is leased each New Year's Day to the Pacific Coast Conference which has complete management of the event.

The Tournament of Roses Association has three types of membership: active, associate and patron. The first group, consists of 125 members who pay \$10 per year dues and do the work of arranging the annual parades through committees. They receive in return the privilege of buying six tickets to the Rose Bowl Game. The associate members number 225. They pay \$7.50 per year's dues and receive the same six-ticket-buying privilege. Patron mem-

## ADVENTURE

by the

*Ahoy!*

## SUN-SWEPT PACIFIC

All your vacation dreams . . . of balmy skies, blue seas, white sails flashing in the sun, miles of tumbling surf, palm-lined drives, flowers . . . come miraculously true at this semi-tropical resort city. Center of Southern California's winter playground, splendid accommodations at most reasonable rates enable you to stay all winter long—and enjoy seashore sports, deep-sea fishing, golf and motoring over picturesque highways to movie studios, orange groves and scenic spots found nowhere else. Send now for picture-filled folder.

**LONG BEACH**  
S O U T H E R N C A L I F O R N I A



THE BECKONEERS, Long Beach, Calif.

Please send free booklet.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State or Country \_\_\_\_\_



## Elmer Wilson Presents THE BEST IN MUSIC

A city without good music is a city without a soul. Each year at the beautiful Pasadena Civic Auditorium the world's greatest music personalities are presented in concert. These musical activities head the list of cultural advantages that Pasadena offers to the home-seeker. Among the outstanding artists who have appeared in Pasadena in the last five years are:

Lawrence Tibbett  
Richard Crooks  
Lucrezia Bori  
Maier and Patterson  
Jascha Heifetz  
Nelson Eddy  
Jose Iturbi  
Grete Stueckgold  
Albert Spaulding  
Nino Martini  
Kirsten Flagstad  
Serge Rachmaninoff  
Fritz Kreisler  
John Charles Thomas

Yehudi Menuhin  
Lauritz Melchior  
Bartlett and Robertson  
Helen Jepson  
Charles Kullman  
Marian Anderson  
Beniamino Gigli  
Lily Pons  
Don Cossacks  
Artur Rubinstein  
Philharmonic Orchestra  
Kathryn Meisle  
Vronsky and Babin  
Galli-Curci

For Further Information on Music Write to Elmer Wilson,  
Civic Auditorium, Pasadena, Calif.



**IRVINE C. ENGER**  
SUCCESSOR TO PETE BOELE  
*Citrus Pruning*  
2481 E. Colorado St. Pasadena, Cal.  
Phone SYcamore 6-2021

*Compliments*  
**E. W. BISCAIUZ**  
SHERIFF  
LOS ANGELES COUNTY

**ST. PHILLIP'S CATHOLIC CHURCH**  
REV. THOMAS O'REGAN, Pastor  
Masses Sunday 5:45, 7:00, 8:15, 9:30, 11:15  
and 12:00  
171 S. Hill, Pasadena, Calif. SY 2-4010

**LE ROY GORDON**  
**BEAUTY SALON**

32 Locations in California  
261 East Colorado SY 6-2363

**BINDER LOOM MFG.**  
LOOMS AND EQUIPMENT  
FREE INSTRUCTIONS  
Office: 285 N. Lake Ave., Pasadena  
Weaving Studio: 25 E. Palm, Altadena  
Ph. SY 4-3148

**CHURCH OF CHRIST**  
ELDER O. R. TURNER  
89 South Meredith  
Minister's Residence, 2459 Cooley Place  
SY 4-2721

**ARTHUR BAKEN**  
INTERIOR DECORATION—ANTIQUES  
MME. MURAT, MGR. PASADENA  
522 Powell Street 1035 E. Green Street  
Sutter 0284 SY 3-6208  
San Francisco Pasadena

**Mission Laundry**  
Zoric Odorless Dry Cleaning  
All Laundry Services  
309 So. Raymond SY 2-4117  
L. A. Phone PYramid 1-1277

**NORTHWESTERN MUTUAL LIFE**  
**INSURANCE CO. OF MILWAUKEE**  
Frank H. Fawkes, Special Agent  
324 Security Bldg., 117 E. Colorado  
Tel. SY 3-4152

**HOLLOWAY & WHITE**  
**SHEET METAL CONTRACTORS**  
Heating Ventilating  
Air Conditioning  
48 E. Union St. SY 6-6251

**PAUL SCHWENZFEIER**  
Painting and Decorating  
Domestic and Imported Wall Paper  
152 S. Lake Ave. Tel. SY 2-2321

**GAMBRINUS CAFE**

**Raymond—Florist**  
FLORAL DESIGNS FOR ALL OCCASIONS  
FREE DELIVERY  
62 E. California, cor. Raymond  
Tel. SY 6-1303

**JIMMY GLYNN LIQUOR STORES**  
134 N. Fair Oaks 3608 E. Colorado  
SY 6-8421

**Liquid Plant Food Co.**  
Manufacturers of Liquid Fertilizers  
3830 E. Foothill Blvd. Tel. SY 2-2441

**GEORGE H. WOOD, C.P.A.**  
TAX CONSULTANT  
PACIFIC SOUTHWEST BLDG. SY 3-1223

**J. R. BRAGDON & CO.**  
Real Estate, Rentals and Insurance  
45 N. Euclid Ave. Tel. SY 2-2183

E. J. ARRIES L. W. COLLINS  
**ARRIES-COLLINS**  
OPTOMETRISTS  
Phone SY 2-5573  
23 South Euclid Avenue, Pasadena, Calif.

**Don Lee, Inc.**  
Over 29 Years in Pasadena  
Cadillac, LaSalle and Pontiac  
655 E. Green SY 2-2151; L. A. PY 1-1415  
Used Cars—745 E. Colorado

**Clark's Top & Body Works**  
GEORGE W. CLARK, Prop.  
Complete Auto Reconstruction  
33-37 W. Green SY 3-4736

**OSBORN CO.**  
DRIVEWAYS, TENNIS COURTS  
1570 San Pasqual SY 6-7141

bers approximate 500. The list will be opened again next year. Each of these pays \$5 per year for the right to buy four tickets to the Rose Bowl Game. Voting powers rests with active members only.

The Tournament of Roses Parade is arranged in divisions, floats being grouped according to the population of the cities represented and into other classifications covering the entries by clubs and organizations. In recent years the total number of floats has averaged 60; this year, 65 because of the Golden Jubilee. Twenty bands, limited to 50 musicians each, with two exceptions; marshals, aides, outwalkers and personnel total approximately 1500 persons.

In 1927 the plan of adopting a theme each year was started. "Songs in Flowers", the 1927 theme, was followed in order by "States and Nations in Flowers", "Poems in Flowers". "Festal Days in Flowers", "Dreams in Flowers", "Nations and Games in Flowers", "Fairytale in Flowers", "History in Flowers", "Romance in Flowers", "Playland Fantasies" and, this year, "Golden Memories."

For 50 years Tournament managements have not lost sight of the original purpose: to rejoice that the sun

**HENLEY & HAYNES, LTD.**  
*"Insurance—That's All"*  
715 E. Green Tel. SY 3-3151

**Auditorium Service & Parking Station**  
Complete Auto Service, Signal Products  
317 E. Green and 24 S. Garfield SY 2-9727

**Sacred Heart Catholic Church**  
FATHER GEORGE SCOTT, Pastor  
1685 Forest Ave. Pasadena

Compliments  
of  
**ST. ANDREWS PARISH**

**ALL SAINTS EPISCOPAL CHURCH**  
REV. JOHN F. SCOTT, D. D., Rector  
132 No. Euclid Ave. Pasadena

**Burkhardt Service Station**  
Gasoline—Tires—Greasing and Washing  
646 East California at Molino, Pasadena

**Pasadena Marble & Granite Co.**  
THOS. HOLMES & SONS  
523 So. Fair Oaks Ave. SY 2-4904

**P. A. PETERSON**  
MERCHANT TAILOR  
1190 E. Colorado SY 2-7703

**ADVANCE GEAR & MACHINE CO., Inc.**  
General Machine Work  
Printing Machinery Service—Roll Grinding  
5851 Holmes Ave., Los Angeles KI 1296

**CHARRISON RUG CLEANING CO.**  
Rug Cleaners, Oriental Rug Experts,  
Upholstering  
312 N. Santa Anita Ave. Tel. SY 3-0734

**JOSEPH E. MORRIS & COMPANY**  
INVESTMENT SECURITIES  
30 S. Los Robles Tels. SY 2-5174  
L. A. BLanchard 72702

**Scribner's Cut Rate Drug Store**  
Chemicals and Sick Room Appliances  
Drugs and Toilet Articles  
2498 E. Colorado Tel. SY 2-7825

**Pasadena Plumbing & Hardware Co.**  
John Kleker, Prop.  
DU PONT AND FULLER PAINTS  
SY 2-1506 163 North Fair Oaks Avenue

**HOLY FAMILY CATHOLIC CHURCH**  
REV. J. B. MORRIS, Pastor  
1501 Fremont BLanchard 720-67  
South Pasadena

**LILJENWALL & DONOVAN, INC.**  
Seeds—Bulbs—Fertilizer  
Lawn Renovating and Garden Maintenance  
535 So. Lake Ave. SY 3-9359

**CAKE BOX PRODUCTS**  
MRS. LOTTIE LEHMAN, Manager  
Wholesale Plant: 839 E. Colorado SY 3-4745  
Retail Store: 23 So. Garfield SY 6-4711

**DR. HAROLD A. HECTOR**  
OPTOMETRIST  
Specializing in Eyesight Correction  
58 East Colorado SY 3-6073

**HAWTHORNE FURNITURE STUDIO**  
Manufacturer of Upholstered Furniture  
Recovering—Draperies—Free Estimates  
483 East Walnut SY 6-7506

**MRS. GORDON'S KITCHEN**  
Specializing in Chicken Dinners, and  
Home Made Candies  
3460 E. Foothill Blvd Tel. SY 2-8730

**LOUIS L. HENNINGER**  
PHYSICIAN  
410 Professional Bldg. 65 N. Madison  
Tel. SY 2-7260

**OPID'S RESORT CAMP**  
Angeles Crest Highway via Foothill Blvd.  
La Canada  
Information—Phone SYcamore 7-9929-F-2



shines and flowers blossom in Pasadena on New Year's Day. Old Sol has given friendly co-operation for 49 years with two notable exceptions. Just once, in 1914, was it necessary to postpone the Tournament of Roses because of rain. In 1934 again rain fell, but the parade went on as usual as did the football game between Columbia and Stanford.

Fifty years ago the message of sunshine, cloudless skies and blossoms on New Year's Day was relayed to the folks back east by personal letters from members of the Valley Hunt Club and others.

Details of the Golden Jubilee Tournament of Roses will be read this year in America's 2,242 daily newspapers and 11,421 weekly publications. When King Edward told the world that he couldn't carry on as head of the world's greatest empire "without the woman I love" and when President Franklin D. Roosevelt was inaugurated for his second term, new

highs were set in the matter of radio audiences. These two great events, it is believed, will step aside as radio records, when data will be announced revealing that the greatest audience in the world's history heard the Golden Jubilee Tournament's message.

### The PARKER SCHOOL

KENNETH T. PRICE, Headmaster

A coeducational, non-sectarian day school. An able and experienced faculty. Study skills and habits developed. Fully accredited by the University of California. Familiar with Eastern standards. Elementary and high school grades from the first through the twelfth.

Art, Music and Dramatics in addition to academic work.

386 South Los Robles Avenue  
Pasadena, California  
SYcamore 2-1029

### UNIVERSITY SCHOOL

985 E. California St.

SYcamore 2-2181

Pasadena

Students taught "how to study." School work becomes interesting and understandable. Scholastic achievement is improved. Successful teaching methods enable graduates to enter college and continue satisfactory college work. University School is a fully accredited, co-educational private day and evening school. Grades 3 to 13. Write for details.



### The Trailfinders School

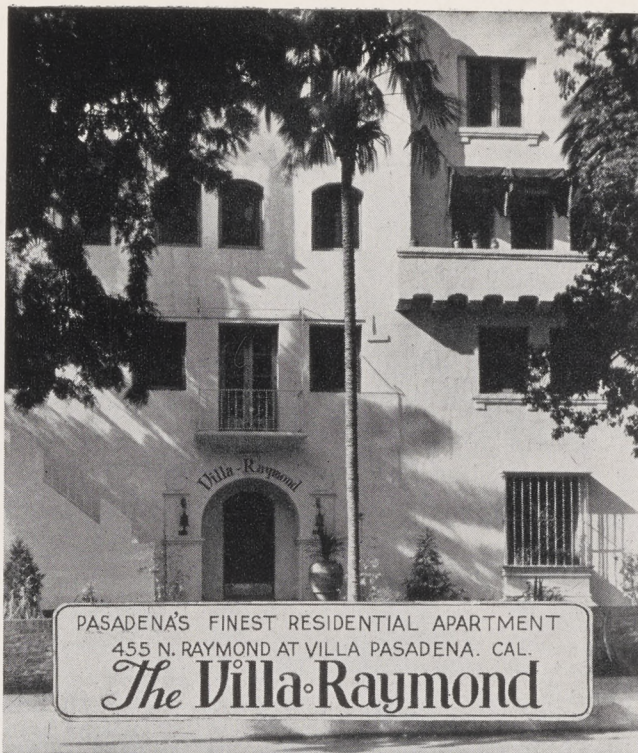
A school for boys of intelligence and character. High standards at a reasonable tuition charge.

Unusual camping trips.  
650 E. Mariposa Street  
Altadena SY 7-5133

One block from the Christmas Trees

HARRY C. JAMES

Headmaster



PASADENA'S FINEST RESIDENTIAL APARTMENT

455 N. RAYMOND AT VILLA PASADENA. CAL.

*The Villa Raymond*

### TURNER & STEVENS CO.

FOR OVER 42 YEARS

—carrying on the traditions of neighborliness

Established in

PASADENA

SOUTH PASADENA

ALHAMBRA

EAST PASADENA

COMPLIMENTS

OF

A FRIEND

### Anderson Typewriter Co.

104 E. Colorado

PASADENA

122 E. Third St.

LONG BEACH

325 N. Brand

GLENDALE

ROYAL

Distributors

Office

Equipment

### Flintridge Sacred Heart Academy

Resident School for Girls. Accredited to University of California, Primary, Intermediate and High School. Pasadena, California  
(Site formerly Flintridge Biltmore Hotel)

### BROADOAKS SCHOOL OF EDUCATION WHITTIER COLLEGE

Kindergarten-primary and Elementary California Teaching credentials. Nursery school credential. A.B. and M.E. degrees. Summer session. Preschool department. Catalogue on request.

714 West California Street, Pasadena, Calif., SY 3-1176

### FLINTRIDGE SCHOOL FOR GIRLS .

30 Acre Campus at the Foot of Mt. Wilson

Fully accredited. College, Preparatory and General Courses. Limited to sixty students. Tuition includes all extras

For Descriptive Brochure Write Box 683, Route 1, Pasadena. SY 3-4178

### THE BOSCA SCHOOL FOR BOYS

Speech Development

Speech Correction

Swimming and

Calisthenics

Individual Tutoring

Character Building

Handicraft and Music

Carpenter Shop

The only school in the West devoting all of its efforts to the development of The Retarded Problem Boy.

Sponsored by Prominent Physicians and Educators

1955 EL SERENO AVE., PASADENA, CALIF.

### Coleman Chamber Concerts

2nd EVENT . . . 33rd SEASON

JAN. 15, 8:30 p.m., The PLAYHOUSE

### CURTIS QUARTET

AND

ALICE EHLERS—*Harpsichord*

THIS SPACE SPONSORED BY THREE SINCERE FRIENDS OF THE CONCERTS

### MOUNT WILSON HOTEL

Elevation 6000. On Angeles Crest Highway, 30 miles from Los Angeles. Rates single \$2.00 up.

Double \$3.50 up. A la carte dining room service. Exhibit and 100-inch telescope open daily 1:30 to 3:00 P.M. 60-inch telescope for observation and Lecture every Friday night. At the Hotel 12-inch telescope and lecture every night. All free. Information all bureaus or call SYcamore

SY-7934-F2 or TRINITY 1544



The  
First  
Trust  
Building  
  
Pasadena  
California



**United Elevator Corp., Ltd.**

1417 North Main St.  
Los Angeles  
Phones

CA 13147

HO 0111

**COLIN STEWART CO.**

26 S. Los Robles Ave., Pasadena  
Phone SY 2-5165  
REAL ESTATE

HIGH GRADE RESIDENTIAL AND BUSINESS PROPERTIES

E. Lockett

Established 1907

E. A. Lockett

**E. LOCKETT & SON**

Wholesale and Retail Dealers in Lime, Lath, Plaster, Portland Cement  
552 SOUTH RAYMOND AVENUE. PASADENA

**MIRROR BRIGHT  
POLISH  
FOR YOUR CAR**



**MIRROR BRIGHT POLISH CO.**  
817 EAST COLORADO ST., PASADENA, CALIF.

**PASADENA**

Pasadena was named April 22, 1875, being Chippewa for "Crown of the Valley." In 1880 its population was 391. In 1890 there were 4,882, and 10 years later, 9,117. Speediest growth came in the next 10 years and the 1910 census brought the population to 30,291. By 1920 there were 45,354 citizens and in 1930, the total had reached 76,086. The next government census will reveal more than 85,000.

Pasadena is governed by a board of seven directors with administrative powers vested in a city manager. Elections are non-partisan. Light and water systems are municipally owned and rates are exceptionally low.

Pasadena is especially proud of its Mount Wilson observatory, where the largest telescope in the world is located; its California Institute of Technology where three members of the faculty have won the Nobel prize and the nearby Huntington Library and Art Museum, the Mecca for research scholars from all parts of the world.

The city school system comprises elementary and junior high schools and a junior college. The physical plant of the junior college is rated among the best on the Pacific Coast. There are 18 buildings on the campus of 38 acres.

**S**ARDINES  
OAP  
CENERY  
TEAMSHIPS  
UNSHINE

The only apparent continuity there is in the words above is their alliteration.

But, in Los Angeles County, there is a very definite relationship between them.

For in this county the packing of sardines and the making of soaps are among the many diversified industries which have contributed toward winning for it the rank of fifth industrial area in the United States.

Scenery is a great natural asset annually bringing hundreds of thousands of visitors.

Steamships, both arriving in and leaving from Los Angeles-Long Beach harbor, have brought much material prosperity.

Sunshine's value cannot be overemphasized because it—God's blessing on this part of the world—is responsible for everything!

**LOS ANGELES COUNTY  
BOARD OF SUPERVISORS**



*Congratulations!*  
**H. Jerry Voorhis**  
 MEMBER OF CONGRESS  
 12th DISTRICT

**TRANSIT  
 MIXED  
 CONCRETE**  
 When You Need Quality Concrete  
 Quick  
 Call for the Big Red Mixers—  
 1 Yard or 1000  
**TRANSIT MIXED CONCRETE CO.**  
 3492 East Foothill Blvd.  
**SYcamore 3-8133**

**LYON**  
  
**VAN AND STORAGE CO.**  
 Moving • Packing • Storing • Shipping  
**LET LYON GUARD YOUR GOODS**

W. L. Leishman      L. K. Leishman

**Crown City Lumber and  
 Mill Company**  
**MILL WORK**  
 Sash and Doors—Interior Finish  
 Cabinet Work—High Grade Lumber  
 Phones: SY 6-3161 — PYramid 11696  
 West Green St. and Vernon Ave.  
 PASADENA, CALIFORNIA

**PHOTOGRAPHS**  
 of the  
**Rose Tournament**  
 in this book are from the  
**HAROLD PARKER STUDIO**  
*Commercial Photographers*  
**KODAKS AND SUPPLIES**  
**MOVIE CAMERAS, FILMS, ETC.**  
**STUDIO**  
 479 E. Colorado Street  
 Pasadena  
 SYcamore 3-6615

*A Bigger  
 and Better  
 New Year  
 to You*

•  
**UPTOWN  
 CHEVROLET  
 CO.**



MARSTON & MAYBURY, Architects

**E. O. Nay Plumbing Co.**  
 Plumbing, Heating, Air Conditioning  
 186 E. Union      SY 6-5371

**Wynn Norton Realty Co.**  
 Real Estate—Insurance—Investments  
 1021 Foothill Blvd., La Canada, SY 0-1741

**J. SHELTON GORDON**  
**BUILDER**  
 3420 E. Foothill Blvd., Pasadena SY 6-8176

**Dotten-Van Houton Co.**  
 Real Estate—Residences—Business  
 Properties—Ranches  
 30 NORTH LOS ROBLES, PASADENA  
 SYcamore 2-2156

**Graden West and Associates**  
 Complete Finance and Home Building  
 Service  
 454 East Green      SY 3-1028

**Fishbeck Awning Co., Ltd.**  
 ESTABLISHED 1900  
 Awnings—Garden Furniture—  
 Linoleum—Shades  
 111 W. Colorado      Phone SY 6-4337

**Eleanor Miller School of Expression**  
 Coaching by appointment for Lawyers,  
 Ministers, Students, Voice Teachers,  
 Write for details  
 251 South Oakland Ave.      Pasadena

**EDWARD COSLETT CO.**  
 REALTORS • INSURANCE  
 90 N. Los Robles Ave.      Pasadena, Calif.  
 Telephone SY 2-1154

**THE WILLIAMS SCHOOL FOR  
 HANDICAPPED CHILDREN**  
 Endorsed by prominent educators and  
 physicians.  
 BEATRICE MICHAU WILLIAMS, Director  
 449 No. Madison Avenue, Pasadena, Calif.



**HOTEL GREEN**  
 Personal Supervision Mr. and Mrs. C. H. Edwards  
 OPEN ALL THE YEAR      PASADENA, CALIFORNIA

**Leo G. MacLaughlin Co.**  
 REAL ESTATE      INVESTMENTS      INSURANCE  
 54 S. Los Robles Ave.      SY 3-4141      Thirty-nine Years in Pasadena

**RAYMOND A. DORN CO.**  
 Developers of Santa Anita Oaks—Rancho Santa Anita  
 340 E. GREEN STREET, PASADENA      SY-2-5191



**L. P. LUDGATE**  
 1981 East Colorado Blvd.  
 PAINTING—ALTERATIONS—REPAIRS  
 SY-2-8013



**IN QUALITY THEY TRUST**

**Dr. Ross'**

**DOG and CAT FOOD**



PACIFIC COAST'S NO. 1 MARKET \*



## At New Year's Time the Eyes of the World

are focused on a spectacle without peer in any land... the annual Tournament of Roses. Beautifully told in the language of flowers, in midwinter, is a story which sells Southern California 'round the globe.

## On 365 Days of the Year the Eyes of National Advertisers

turn with keen interest to that great market, the California Southland. Loosely termed in the past, the "Los Angeles Metropolitan Market Area", it ranks first in importance on the Pacific Coast. So large, however, and so varied is it, that cultivation of this market through advertising in any one newspaper or any one city's newspapers falls far short of doing the job. Pasadena and Long Beach, geographically identified with this market but in every other respect, distinctly separate trade areas, are worthy of intensive, individual coverage... possible only by use of the HOME newspapers in these two great cities!

Pasadena

STAR NEWS and THE POST

Reaching over 90 % of Pasadena homes and exerting strong influence throughout its trade area of 175,000 population.

Long Beach

PRESS-TELEGRAM and SUN

Reaching 92% of Long Beach homes and providing substantial coverage of the entire trade area of 350,000 population.

Map Shows  
PASADENA  
A B C  
CITY and  
TRADING  
ZONE

Map Shows  
LONG BEACH  
A B C  
CITY and  
TRADING  
ZONE

Represented Nationally by WILLIAMS LAWRENCE & CRESMER



# A Short Story of PROGRESS

## Not 50, but 32 Years



*Above, the  
Pasadena  
Municipal  
Light Plant  
in 1906;  
below, in  
1938*

### Salient Facts

Bonds redeemed from  
earnings .....\$1,321,366.71  
New construction from  
earnings ..... 8,420,176.67

Total.....\$9,741,543.44

Payments made on obli-  
gation for Boulder Can-  
yon power ..... \$390,419.00

Savings to consumers by  
reason of lower rates—  
\$10,000,000.00 plus.

Prepayment on Boulder  
Canyon power transmis-  
sion line ..... \$501,320.50

Saving in street lighting  
rates—\$45,000.00 yearly.

The department has supplied work  
during the period of depression,  
thus giving relief for the unem-  
ployed in a large degree.

The operation of an incinerator,  
consuming combustible rubbish for  
generating steam, effects an annual  
saving to the city of approximately  
\$10,000.00.



NOT 50 years, but 32 years, are covered in the out-  
standing success record of the Pasadena Municipal  
Light and Power Department. In 1906, the tiny build-  
ing on the left housed the lighting plant; in 1938 the  
building shown below contains twelve mammoth boil-  
ers and five generators of 55,000 kilowatts capacity.  
The distribution system, underground and overhead,  
is now serving 32,170 consumers. The electric rates  
have consistently been reduced from time to time,  
until today they are among the lowest in the United  
States. As a matter of course, this has stimulated the  
use of electrical equipment of all kinds—water heat-  
ers, electric ranges, electric heating, and increased  
illumination until the residents of Pasadena have at

their disposal the use of all-electric facilities at exceed-  
ingly low rates. A study is made from year to year  
for the purpose of reducing rates when possible and  
safe to do so.

The gross receipts of this department are approxi-  
mately \$1,500,000 a year. The policy has been to  
use the surplus and depreciation funds for capital ex-  
penditure and, at the same time, maintain a sufficient  
reserve as a guard against emergencies that may  
arise and also to provide capital expenditure in the  
future for plant expansion. Pasadena enjoys the dis-  
tinction of having one of the most successful municipi-  
ally owned electrical utilities in the United States.







## *The Hotel Huntington*

PASADENA

THE MOST DISTINGUISHED ADDRESS IN SOUTHERN CALIFORNIA



## *The Vista del Arroyo* HOTEL AND BUNGALOWS

D. M. LINNARD    LEROY LINNARD  
Pasadena, California

# TANNER

*Thirty years of dependable service*



**LIMOUSINES**  
For HIRE with  
Chauffeurs IN  
LIVERY



**SIGHTSEEING**  
Regularly  
Scheduled  
TOURS



**U-DRIVE  
CARS**



## TANNER

**MOTOR  
TOURS**

THE  
GRAY-LINE

**MOTOR  
LIVERY**

320. South Beaudry, Los Angeles MU 3111  
Pasadena Office 144 W. Colorado St., SY 6-3111

Other offices and garages throughout Southern  
California and Arizona